

Black History Month Celebration: We Rise Together

DATE: Saturday, February 7, 2026
LOCATION: Oakville, Ontario, CA

Event Description

Black History Month Celebration: We Rise Together is a premier festivals event in Oakville. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: festivals

Importance Rank: 35/100

Expected Attendance: 170 people

Event ID: DS7KMTDdfVBoXSp38k

Hotel Demand Indicators

ADR Impact Index: 4.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 68 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.