

Blueberry Jam 2025 Outdoor Concerts - Aug 15th & 16th

DATE: Friday, August 15, 2025
LOCATION: Southwest Ridge, Nova Scotia, CA

Event Description

Blueberry Jam 2025 Outdoor Concerts - Aug 15th & 16th is a premier concerts event in Southwest Ridge. 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: concerts

Importance Rank: 31/100

Expected Attendance: 113 people

Event ID: GPho96HQT5NKAY2Sky

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 45 across all properties

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

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Document generated on 6/4/2026, 11:11:05 AM