

Butcher/Death As It Shook You/Pnoom/ Last Words

DATE: Friday, October 24, 2025
LOCATION: Saint John, New Brunswick, CA

Event Description

Butcher/Death As It Shook You/Pnoom/Last Words is a premier performing-arts event in Saint John. 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: performing-arts
Importance Rank: 36/100
Expected Attendance: 207 people
Event ID: ABNG3Ue6Pshmfammjr

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 83 across all properties

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