

Buzz Hummer

DATE: Monday, September 1, 2025
LOCATION: Niagara-on-the-Lake, Ontario, CA

Event Description

Buzz Hummer is a premier concerts event in Niagara-on-the-Lake. 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: 33/100

Expected Attendance: 137 people

Event ID: 8NG8FiAkBoyjsSLHm5

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 55 across all properties

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