

# D12, Souls of Mischief, Onyx, and 3 others

DATE: Saturday, August 23, 2025

LOCATION: Bala, Ontario, CA

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## Event Description

D12, Souls of Mischief, Onyx, and 3 others is a premier festivals event in Bala. 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:** 41/100

**Expected Attendance:** 359 people

**Event ID:** Bhe24QJR8JXKrUauAo

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 144 across all properties

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