

# DRIVE-BY SPEAKER SERIES - Session 1

## "Calm the Chaos"

DATE: Thursday, September 25, 2025  
LOCATION: Fredericton, New Brunswick, CA

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### Event Description

DRIVE-BY SPEAKER SERIES - Session 1 "Calm the Chaos" is a premier conferences event in Fredericton. 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:** conferences

**Importance Rank:** 21/100

**Expected Attendance:** 36 people

**Event ID:** 6kaS9UVjEMf7bKeDFz

### Hotel Demand Indicators

**ADR Impact Index:** 3.3x 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:** 14 across all properties

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