

# Elizabeth Shepherd and Michael Occhipinti (ES:MO)

DATE: Friday, August 22, 2025  
LOCATION: Port Hope, Ontario, CA

## Event Description

Elizabeth Shepherd and Michael Occhipinti (ES:MO) is a premier concerts event in Port Hope. 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:** 29/100

**Expected Attendance:** 94 people

**Event ID:** EhunieUdGEU2L6HkX5

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 38 across all properties

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