

Emerson Drive, James Barker Band, Brett Kissel, and 4 others

DATE: Wednesday, September 17, 2025
LOCATION: Truro, Nova Scotia, CA

Event Description

Emerson Drive, James Barker Band, Brett Kissel, and 4 others is a premier festivals event in Truro. 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: 59/100

Expected Attendance: 2,752 people

Event ID: 4BWpYrn5WP7yypxL59

Hotel Demand Indicators

ADR Impact Index: 6.5x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,101 across all properties

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