

Frail Fragment, Star Beast & 7 Day Riot live @ The Atria

DATE: Saturday, August 16, 2025
LOCATION: Oshawa, Ontario, CA

Event Description

Frail Fragment, Star Beast & 7 Day Riot live @ The Atria is a premier performing-arts event in Oshawa. 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: performing-arts
Importance Rank: 37/100
Expected Attendance: 221 people
Event ID: Fu48tdnXkk86Z2v5td

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 88 across all properties

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

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