

# Gunz Down MICS Up

DATE: Saturday, September 6, 2025  
LOCATION: Dartmouth, Nova Scotia, CA

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## Event Description

Gunz Down MICS Up is a premier community event in Dartmouth. 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:** community

**Importance Rank:** 24/100

**Expected Attendance:** 49 people

**Event ID:** C7ZE7UykCqodSWkpuP

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 20 across all properties

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

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