

# Gussapolooza Music Festival

DATE: Friday, August 22, 2025  
LOCATION: Innisfil, Ontario, CA

## Event Description

Gussapolooza Music Festival is a premier festivals event in Innisfil. 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:** 58/100

**Expected Attendance:** 2,500 people

**Event ID:** 4DMdqLy2YTmr9Bi3gb

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,000 across all properties

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