

Halloween Drag Show

DATE: Saturday, October 11, 2025
LOCATION: Sault Ste. Marie, Ontario, CA

Event Description

Halloween Drag Show is a premier performing-arts event in Sault Ste. Marie. 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: 38/100
Expected Attendance: 261 people
Event ID: 69z49HfuL3dnYYjduT

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 104 across all properties

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