

Haybale Music Festival

DATE: Saturday, October 11, 2025
LOCATION: Upper Hainesville, New Brunswick, CA

Event Description

Haybale Music Festival is a premier festivals event in Upper Hainesville. 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: 40/100

Expected Attendance: 327 people

Event ID: GGEj4mQUu3RXqawHxt

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 131 across all properties

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