

High Valley with Madeline Merlo

DATE: Friday, August 29, 2025
LOCATION: Niagara Falls, Ontario, CA

Event Description

High Valley with Madeline Merlo is a premier concerts event in Niagara Falls. 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: concerts

Importance Rank: 59/100

Expected Attendance: 2,911 people

Event ID: 9uaswPpTqsBfpYcGBV

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,164 across all properties

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