

# Kool & The Gang

DATE: Saturday, August 23, 2025  
LOCATION: Niagara Falls, Ontario, CA

---

## Event Description

Kool & The Gang 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:** 2,886 people

**Event ID:** J2QdNDwpLnGfsLuENC

## 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:** 1,154 across all properties

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

---