

Love is Christmas: Music Unites, Community Ignites

DATE: Monday, December 15, 2025
LOCATION: St. John's, Newfoundland and Labrador, CA

Event Description

Love is Christmas: Music Unites, Community Ignites is a premier community event in St. John's. 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: community

Importance Rank: 30/100

Expected Attendance: 100 people

Event ID: EutfeqQN2vpMUzY2DA

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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