

MARITIME BASH : DRIFT THE CHI

DATE: Saturday, October 18, 2025
LOCATION: Miramichi, New Brunswick, CA

Event Description

MARITIME BASH : DRIFT THE CHI is a premier community event in Miramichi. 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: 36/100

Expected Attendance: 200 people

Event ID: HtAzoWEabp9fG5aP4C

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 80 across all properties

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

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