

# Mark Normand at Dalhousie Arts Centre - Rebecca Cohn Auditorium

DATE: Friday, September 12, 2025  
LOCATION: Halifax, Nova Scotia, CA

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## Event Description

Mark Normand at Dalhousie Arts Centre - Rebecca Cohn Auditorium is a premier concerts event in Halifax. 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:** 50/100  
**Expected Attendance:** 1,044 people  
**Event ID:** J4xyQ2trmYXs4gwGTH

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 418 across all properties

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

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