

Mo Kenney and Kelly McMichael

DATE: Friday, September 19, 2025
LOCATION: Lunenburg, Nova Scotia, CA

Event Description

Mo Kenney and Kelly McMichael is a premier concerts event in Lunenburg. 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: 973 people

Event ID: Fq7ALcRrJiH9DaQcSM

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: 389 across all properties

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