

Music of the Night: The Concert Tour (Prince George, BC)

DATE: Sunday, October 19, 2025
LOCATION: Prince George, British Columbia, CA

Event Description

Music of the Night: The Concert Tour (Prince George, BC) is a premier performing-arts event in Prince George. 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: performing-arts
Importance Rank: 43/100
Expected Attendance: 445 people
Event ID: 9FmnPt6TA7dMZYWCZT

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 178 across all properties

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