

Neon Dreams and chasing luma

DATE: Sunday, August 17, 2025
LOCATION: Halifax, Nova Scotia, CA

Event Description

Neon Dreams and chasing luma 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: 51/100

Expected Attendance: 1,130 people

Event ID: 3JXYNWYTHcifTLd9rQ

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: 452 across all properties

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