

# Reckless Fire Plays Bryan Adams

DATE: Friday, September 19, 2025  
LOCATION: Pembroke, Ontario, CA

## Event Description

Reckless Fire Plays Bryan Adams is a premier concerts event in Pembroke. 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:** 35/100

**Expected Attendance:** 180 people

**Event ID:** FKDufVjUpRPhiN5ScR

## Hotel Demand Indicators

**ADR Impact Index:** 4.5x 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:** 72 across all properties

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