

Rory Taillon and Geneviève Racette

DATE: Monday, September 22, 2025
LOCATION: New Glasgow, Nova Scotia, CA

Event Description

Rory Taillon and Geneviève Racette is a premier concerts event in New Glasgow. 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: 47/100

Expected Attendance: 689 people

Event ID: 5WgmffMsFYLQPujQCP

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 276 across all properties

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

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