

Salt of the Earth, a night of vocal and instrumental trad music

DATE: Friday, August 22, 2025
LOCATION: St. John's, Newfoundland and Labrador, CA

Event Description

Salt of the Earth, a night of vocal and instrumental trad music is a premier community event in St. John's. 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: community

Importance Rank: 32/100

Expected Attendance: 120 people

Event ID: 642oej6fE2EaX5VZyd

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 48 across all properties

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