

Sensory-Accessible Concerts: The Music of ABBA

DATE: Sunday, January 4, 2026
LOCATION: Halifax, Nova Scotia, CA

Event Description

Sensory-Accessible Concerts: The Music of ABBA 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: 33/100

Expected Attendance: 145 people

Event ID: BUatw74azTNfeS4qeT

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 58 across all properties

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