

Sommo Festival at Cavendish Beach Events Centre

DATE: Saturday, September 13, 2025
LOCATION: Green Gables, Prince Edward Island, CA

Event Description

Sommo Festival at Cavendish Beach Events Centre is a premier festivals event in Green Gables. 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: festivals

Importance Rank: 42/100

Expected Attendance: 420 people

Event ID: 8F5HTJbFyBGvASJW8x

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 168 across all properties

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