

# Soul & Roll: A Theatrical Rock Affair

DATE: Friday, September 19, 2025

LOCATION: Ottawa, Ontario, CA

---

## Event Description

Soul & Roll: A Theatrical Rock Affair is a premier performing-arts event in Ottawa. 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:** performing-arts

**Importance Rank:** 34/100

**Expected Attendance:** 163 people

**Event ID:** 7rbghB9QHGz3CU2jR5

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 65 across all properties

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