

# The Brandy Alexanders, World News, Jacob Barber, EKT @The Gateway Experience

DATE: Friday, October 10, 2025

LOCATION: Sarnia, Ontario, CA

---

## Event Description

The Brandy Alexanders, World News, Jacob Barber, EKT @The Gateway Experience is a premier performing-arts event in Sarnia. 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:** 46/100

**Expected Attendance:** 648 people

**Event ID:** GvsRABjLdkgCJwpFoC

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 259 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/the-brandy-alexandersworld-news-jacob-barber-ekt-the-gateway-experience>

Document generated on 6/4/2026, 9:49:40 AM