

The Sheepdogs, Sass Jordan, Haywire, and The Fabulously Rich

DATE: Friday, August 29, 2025
LOCATION: Rothesay, New Brunswick, CA

Event Description

The Sheepdogs, Sass Jordan, Haywire, and The Fabulously Rich is a premier concerts event in Rothesay. 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: 47/100
Expected Attendance: 716 people
Event ID: HBu3gjgzTVABfo36US

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 286 across all properties

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