

The Trifecta Tour: NYE Show

DATE: Wednesday, December 31, 2025
LOCATION: Saint John, New Brunswick, CA

Event Description

The Trifecta Tour: NYE Show is a premier concerts event in Saint John. 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: 64/100

Expected Attendance: 5,000 people

Event ID: B2vZdAZjzi2umkK4QB

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,000 across all properties

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

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