

Veronica Lucia, Burning Harvest, Evil Ash, and little dad

DATE: Saturday, August 16, 2025
LOCATION: Edmonton, Alberta, CA

Event Description

Veronica Lucia, Burning Harvest, Evil Ash, and little dad is a premier concerts event in Edmonton. 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: 720 people
Event ID: J3igExNmrRE4iuWArE

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: 288 across all properties

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