

Will Gillespie and Brian Tremblay

DATE: Thursday, October 2, 2025
LOCATION: Sault Ste. Marie, Ontario, CA

Event Description

Will Gillespie and Brian Tremblay is a premier concerts event in Sault Ste. Marie. 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: 42/100

Expected Attendance: 378 people

Event ID: BUoiSPqfWH7nQAFTsH

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 151 across all properties

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

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