

# 22nd Annual Brazeau ATV Club Poker Rally

DATE: Saturday, September 13, 2025

LOCATION: Lodgepole, Alberta, CA

## Event Description

22nd Annual Brazeau ATV Club Poker Rally is a premier community event in Lodgepole. 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:** community

**Importance Rank:** 38/100

**Expected Attendance:** 254 people

**Event ID:** GXzXtzsoiMgsuyW3SV

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 102 across all properties

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