

64th Annual Medicine Hat Police Association Ball

DATE: Saturday, October 18, 2025
LOCATION: Desert Blume, Alberta, CA

Event Description

64th Annual Medicine Hat Police Association Ball is a premier community event in Desert Blume. 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: 31/100

Expected Attendance: 116 people

Event ID: HuEgiwe9VjrjaiwxmT

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 46 across all properties

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