

# AFC Toronto vs Calgary Wild FC

DATE: Saturday, October 4, 2025

LOCATION: Calgary, Alberta, CA

## Event Description

AFC Toronto vs Calgary Wild FC is a premier sports event in Calgary. 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:** sports

**Importance Rank:** 73/100

**Expected Attendance:** 14,130 people

**Event ID:** 69u9yB4CmV6oosazja

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,652 across all properties

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