

# Allen Christie Live in the Listening Lounge

DATE: Friday, September 19, 2025  
LOCATION: Medicine Hat, Alberta, CA

---

## Event Description

Allen Christie Live in the Listening Lounge is a premier concerts event in Medicine Hat. 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:** 32/100

**Expected Attendance:** 122 people

**Event ID:** DWgMKQz5N5ABGzhYe9

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 49 across all properties

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

---