

# Awakened Rhythms: An Evening with Turiya & TruGuy Starhorse

DATE: Saturday, September 20, 2025  
LOCATION: Alberta, CA

## Event Description

Awakened Rhythms: An Evening with Turiya & TruGuy Starhorse is a premier concerts event in the region. 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:** 30/100

**Expected Attendance:** 96 people

**Event ID:** FijVjp4gaC3ox3bdev

## 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:** 38 across all properties

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