

Bags at the Brewery Fall Charity Classic in support of Cystic Fibrosis

DATE: Saturday, September 13, 2025
LOCATION: Medicine Hat, Alberta, CA

Event Description

Bags at the Brewery Fall Charity Classic in support of Cystic Fibrosis is a premier community 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: community

Importance Rank: 26/100

Expected Attendance: 65 people

Event ID: 8Kvb3haFu5Z36hp8ZQ

Hotel Demand Indicators

ADR Impact Index: 3.7x 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: 26 across all properties

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