

Beef Pen Show & Cowboy Christmas Trade Show

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

Event Description

Beef Pen Show & Cowboy Christmas Trade Show is a premier expos 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: expos

Importance Rank: 66/100

Expected Attendance: 6,680 people

Event ID: D4w3g3ffVuthq2BE9u

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,672 across all properties

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