

BKL Wine Merchants: BEST OF PIEDMONT Wine Tasting Festival

DATE: Saturday, October 25, 2025
LOCATION: Calgary, Alberta, CA

Event Description

BKL Wine Merchants: BEST OF PIEDMONT Wine Tasting Festival is a premier festivals 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: festivals

Importance Rank: 38/100

Expected Attendance: 238 people

Event ID: 4CQMafmv7HKC6r6m7j

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 95 across all properties

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