

# Brat Party: a Charli XCX Icon Night - Pres By. Modern Vintage & Exclus

DATE: Saturday, August 30, 2025  
LOCATION: Calgary, Alberta, CA

---

## Event Description

Brat Party: a Charli XCX Icon Night - Pres By. Modern Vintage & Exclus is a premier community 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:** community

**Importance Rank:** 42/100

**Expected Attendance:** 400 people

**Event ID:** Dq9jj2LGwVwsaC5hrN

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 160 across all properties

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