

# 0 'Î†îu ••0 T4ÿ SUSãUœRgN W

DATE: Thursday, September 25, 2025  
LOCATION: Calgary, Alberta, CA

## Event Description

0 'Î†îu ••0 T4ÿ SUSãUœRgN W:CalgaryW: is a premier performing-arts event in Calgary. This event attracts world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** performing-arts

**Importance Rank:** 33/100

**Expected Attendance:** 135 people

**Event ID:** AfmEEqEE8isWp5qwC

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 54 across all properties

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