

CNOOC Taste of Asia 2025 Calgary Food festival

DATE: Friday, August 22, 2025
LOCATION: AB, CA

Event Description

CNOOC Taste of Asia 2025 Calgary Food festival is a premier festivals event in the region. 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: 55/100

Expected Attendance: 1,868 people

Event ID: AG7SVoSFq6JB35tcbG

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 747 across all properties

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