

Country Thunder Alberta 2025 - Sunday 2025 @ Fort Calgary

DATE: Sunday, August 17, 2025
LOCATION: Calgary, Alberta, CA

Event Description

Country Thunder Alberta 2025 - Sunday 2025 @ Fort Calgary 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: 53/100

Expected Attendance: 1,407 people

Event ID: giBTKATNJFZnyF5MKo

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 563 across all properties

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