

Country Thunder (Alberta) at The Confluence Historic Site & Parkland

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

Event Description

Country Thunder (Alberta) at The Confluence Historic Site & Parkland 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: 56/100

Expected Attendance: 2,063 people

Event ID: 5MxNgGX2P2xy8V4NXv

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 825 across all properties

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