

# Drought is on going in Canada

DATE: Thursday, February 20, 2025

LOCATION: Buffalo Lake Metis Settlement, Alberta, CA

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## Event Description

Drought is on going in Canada is a premier disasters event in Buffalo Lake Metis Settlement. 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:** disasters

**Importance Rank:** 30/100

**Expected Attendance:** 10,000 people

**Event ID:** Cu9xtachPiLvtywFmG

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 4,000 across all properties

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

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