

ESMO Elizabeth Shepherd and Michael Ochipinti

DATE: Saturday, September 20, 2025
LOCATION: Medicine Hat, Alberta, CA

Event Description

ESMO Elizabeth Shepherd and Michael Ochipinti is a premier concerts event in Medicine Hat. 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: concerts

Importance Rank: 31/100

Expected Attendance: 113 people

Event ID: 5Aijt7aStVnUoY9Ve4

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 45 across all properties

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