

Firefighter Gala: Honouring 125 years of service - SOLD OUT

DATE: Saturday, October 25, 2025
LOCATION: Medicine Hat, Alberta, CA

Event Description

Firefighter Gala: Honouring 125 years of service - SOLD OUT is a premier community 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: community
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: AE2TLBBicYGqaqHQDw

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: 40 across all properties

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