

# FourFour @BSMTYYC

DATE: Saturday, September 6, 2025

LOCATION: Calgary, Alberta, CA

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## Event Description

FourFour @BSMTYYC is a premier concerts 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:** concerts

**Importance Rank:** 33/100

**Expected Attendance:** 142 people

**Event ID:** 9WRPJdQPEAFVsmn2Ae

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 57 across all properties

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

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<https://becircadian.com/events/fourfour-bsmttyc>

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