

Fox Runner Tattoo Flash Day at Sea Change

DATE: Saturday, August 23, 2025
LOCATION: Edmonton, Alberta, CA

Event Description

Fox Runner Tattoo Flash Day at Sea Change is a premier conferences event in Edmonton. 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: conferences

Importance Rank: 39/100

Expected Attendance: 278 people

Event ID: AczXr7YtwVGL7pf7bq

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 111 across all properties

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