

# Game on Bus to the Bryan Adams Concert Saturday September 27th

DATE: Saturday, September 27, 2025  
LOCATION: Sherwood Park, Alberta, CA

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## Event Description

Game on Bus to the Bryan Adams Concert Saturday September 27th is a premier concerts event in Sherwood Park. 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:** 30/100

**Expected Attendance:** 104 people

**Event ID:** GEV7NaUveP8CPdUnJ

## 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:** 42 across all properties

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