

Game on Bus to the Lainey Wilson concert Friday August 29th

DATE: Friday, August 29, 2025
LOCATION: Sherwood Park, Alberta, CA

Event Description

Game on Bus to the Lainey Wilson concert Friday August 29th 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: EyxnE5riJLnk6Uv9Xg

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.
