

Game on Bus to the Morgan Wallen Concert Friday September 12th

DATE: Friday, September 12, 2025
LOCATION: Sherwood Park, Alberta, CA

Event Description

Game on Bus to the Morgan Wallen Concert Friday September 12th 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: 6e3NvqhLTKKbUgYwF2

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.
