

Halloween Fest at Mastermind Toys Mckenzie Town

DATE: Saturday, October 25, 2025
LOCATION: Calgary, Alberta, CA

Event Description

Halloween Fest at Mastermind Toys Mckenzie Town is a premier festivals 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: festivals

Importance Rank: 35/100

Expected Attendance: 180 people

Event ID: 4JUDdk4ewvj65wQ3TN

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 72 across all properties

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