

# Heart Beats: A Gathering of Soul and Sound

DATE: Saturday, September 6, 2025  
LOCATION: Alberta, CA

## Event Description

Heart Beats: A Gathering of Soul and Sound is a premier festivals event in the region. 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:** 42/100

**Expected Attendance:** 393 people

**Event ID:** D3Dzzquofr5EWKTcVT

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 157 across all properties

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