

Hocus Pocus at the Monarch Theatre

DATE: Saturday, October 4, 2025
LOCATION: Medicine Hat, Alberta, CA

Event Description

Hocus Pocus at the Monarch Theatre is a premier performing-arts event in Medicine Hat. 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: performing-arts
Importance Rank: 50/100
Expected Attendance: 10,000 people
Event ID: HGpHhnbXYHfv6hgwFA

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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