

Horse Nations Indian Relay at Medicine Hat Exhibition and Stampede

DATE: Saturday, August 23, 2025
LOCATION: Medicine Hat, Alberta, CA

Event Description

Horse Nations Indian Relay at Medicine Hat Exhibition and Stampede is a premier expos 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: expos
Importance Rank: 56/100
Expected Attendance: 1,944 people
Event ID: h6QaS7o2rcTy4m8uCS

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 778 across all properties

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