

JEFFERY STRAKER Singer Songwriter, Pianist

DATE: Tuesday, September 30, 2025
LOCATION: Medicine Hat, Alberta, CA

Event Description

JEFFERY STRAKER Singer Songwriter, Pianist 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: HfFmr7T96SseCRffmS

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.