

Live on The Cantina Stage: Presley Battle Band

DATE: Saturday, September 20, 2025
LOCATION: Medicine Hat, Alberta, CA

Event Description

Live on The Cantina Stage: Presley Battle Band is a premier concerts 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: concerts

Importance Rank: 32/100

Expected Attendance: 130 people

Event ID: 6fW8H7Kf8P63anFAbe

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 52 across all properties

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