

# MEXICAN INDEPENDENCE DAY!!!

DATE: Saturday, September 13, 2025  
LOCATION: Medicine Hat, Alberta, CA

---

## Event Description

MEXICAN INDEPENDENCE DAY!!! 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:** 4RGMj8mjq63LqR77eS

## 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.*

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/mexican-independence-day>

Document generated on 6/3/2026, 9:34:36 PM