

# PBR: Canada National Finals

DATE: Saturday, November 15, 2025

LOCATION: Edmonton, Alberta, CA

## Event Description

PBR: Canada National Finals is a premier sports event in Edmonton. 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:** sports

**Importance Rank:** 75/100

**Expected Attendance:** 18,641 people

**Event ID:** 3mGHyJbJGhjvjiB5Jj

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 7,456 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/pbr-canada-national-finals>

Document generated on 6/3/2026, 11:50:38 PM