

RAY CHARLES TRIBUTE ORCHESTRA & Award Winning Vocalist Thomas Alexander

DATE: Saturday, August 16, 2025
LOCATION: Red Deer, Alberta, CA

Event Description

RAY CHARLES TRIBUTE ORCHESTRA & Award Winning Vocalist Thomas Alexander is a premier community event in Red Deer. 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: community

Importance Rank: 24/100

Expected Attendance: 49 people

Event ID: 8UT5Rb76WCCgBfT5JL

Hotel Demand Indicators

ADR Impact Index: 3.5x 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: 20 across all properties

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