

# RED FM Diwali Dhamaka (Calgary) (FREE EVENT)

DATE: Saturday, October 4, 2025  
LOCATION: Calgary, Alberta, CA

## Event Description

RED FM Diwali Dhamaka (Calgary) (FREE EVENT) is a premier concerts event in Calgary. 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:** 36/100

**Expected Attendance:** 207 people

**Event ID:** D7jWDvQbCJe6nRqMUz

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 83 across all properties

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