

RESET 01.01.2026 | New Years Day Journey | Transform Your Tommorrow

DATE: Thursday, January 1, 2026
LOCATION: Calgary, Alberta, CA

Event Description

RESET 01.01.2026 | New Years Day Journey | Transform Your Tommorrow 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: 34/100

Expected Attendance: 163 people

Event ID: 8g2nkaBjTN8ACT33Cb

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 65 across all properties

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