

Romero Entertainment Salsa Night @ The Cabin AFTER PARTY

DATE: Saturday, September 6, 2025
LOCATION: Edmonton, Alberta, CA

Event Description

Romero Entertainment Salsa Night @ The Cabin AFTER PARTY is a premier performing-arts 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: performing-arts
Importance Rank: 43/100
Expected Attendance: 429 people
Event ID: F2zaSH49iNdK3tbwPG

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 172 across all properties

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