

# S.E.A.R Hell Freezes Run

DATE: Saturday, September 20, 2025  
LOCATION: Medicine Hat, Alberta, CA

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## Event Description

S.E.A.R Hell Freezes Run is a premier community event in Medicine Hat. 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:** 28/100

**Expected Attendance:** 76 people

**Event ID:** EE6L9dCvBXiRHvrMkV

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 30 across all properties

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

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