

SECRET EVENTS ALBERTA - WONTEE TAKEOVER

DATE: Saturday, August 16, 2025
LOCATION: Calgary, Alberta, CA

Event Description

SECRET EVENTS ALBERTA - WONTEE TAKEOVER 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: 32/100
Expected Attendance: 133 people
Event ID: Bt2P2MeBXtuaVuyDSB

Hotel Demand Indicators

ADR Impact Index: 4.2x 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: 53 across all properties

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