

# Shoresy Classic

DATE: Thursday, January 22, 2026

LOCATION: Calgary, Alberta, CA

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## Event Description

Shoresy Classic is a premier sports 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:** sports

**Importance Rank:** 67/100

**Expected Attendance:** 7,473 people

**Event ID:** 6hdLAeHzMRpGqTifMw

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,989 across all properties

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

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Document generated on 6/3/2026, 8:42:56 PM