

Sidepiece at The Palace Theatre

DATE: Friday, December 26, 2025

LOCATION: Calgary, Alberta, CA

Event Description

Sidepiece at The Palace Theatre 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: 50/100

Expected Attendance: 953 people

Event ID: 9RzxeKegJaSVShXHTo

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 381 across all properties

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