

# SoTru Music Festival

DATE: Saturday, August 23, 2025

LOCATION: Trochu, Alberta, CA

## Event Description

SoTru Music Festival is a premier festivals event in Trochu. 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:** festivals

**Importance Rank:** 38/100

**Expected Attendance:** 243 people

**Event ID:** DkEooUv8pVNqsjGvfm

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 97 across all properties

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

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<https://becircadian.com/events/sotru-music-festival>

Document generated on 6/4/2026, 7:35:21 AM