

# SPFGA Naturalist Series: The Spectacle of Bird Migration

DATE: Sunday, September 28, 2025  
LOCATION: Sherwood Park, Alberta, CA

---

## Event Description

SPFGA Naturalist Series: The Spectacle of Bird Migration is a premier conferences event in Sherwood Park. 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:** conferences

**Importance Rank:** 28/100

**Expected Attendance:** 84 people

**Event ID:** DvjsZRK5MogUEwM5h8

## 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:** 34 across all properties

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

---