

Stony Plain Party Night f/ CDPB - Canada Strong

DATE: Friday, August 22, 2025
LOCATION: Stony Plain, Alberta, CA

Event Description

Stony Plain Party Night f/ CDPB - Canada Strong is a premier performing-arts event in Stony Plain. 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: performing-arts
Importance Rank: 47/100
Expected Attendance: 714 people
Event ID: 8beYqAnJjbLMzYvkbr

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 286 across all properties

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