

# The F -Word YMCA Rocky Ridge

DATE: Saturday, October 4, 2025

LOCATION: Calgary, Alberta, CA

---

## Event Description

The F -Word YMCA Rocky Ridge is a premier performing-arts 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:** performing-arts

**Importance Rank:** 28/100

**Expected Attendance:** 75 people

**Event ID:** 8iSSrdh6QK4sE7NBjz

## 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:** 30 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/the-f-word-ymca-rocky-ridge>

Document generated on 6/4/2026, 5:39:18 AM