

THE ICONIC JAM - WEEKLY JAM HOSTED BY BLUES LEGEND GARY MARTIN

DATE: Saturday, November 29, 2025
LOCATION: Edmonton, Alberta, CA

Event Description

THE ICONIC JAM - WEEKLY JAM HOSTED BY BLUES LEGEND GARY MARTIN is a premier community event in Edmonton. 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: community

Importance Rank: 33/100

Expected Attendance: 140 people

Event ID: HENpMkCvXP5mqAHY5D

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 56 across all properties

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