

# The Lion King at Southern Alberta Jubilee Auditorium

DATE: Wednesday, August 13, 2025  
LOCATION: Calgary, Alberta, CA

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## Event Description

The Lion King at Southern Alberta Jubilee Auditorium 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:** 54/100

**Expected Attendance:** 1,635 people

**Event ID:** GeG8WezUofRNM7robY

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 654 across all properties

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