

# TIC TAC Presents: Crafts & Controllers (Teens)

DATE: Friday, September 26, 2025  
LOCATION: Medicine Hat, Alberta, CA

---

## Event Description

TIC TAC Presents: Crafts & Controllers (Teens) is a premier performing-arts event in Medicine Hat. 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:** 44/100

**Expected Attendance:** 504 people

**Event ID:** ALrMqX7YGN4GDoUZie

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 202 across all properties

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

---