

# Tidal Wave Tuesdays (Structure Noise Take Over)

DATE: Tuesday, September 16, 2025  
LOCATION: Edmonton, Alberta, CA

## Event Description

Tidal Wave Tuesdays (Structure Noise Take Over) is a premier concerts 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:** concerts

**Importance Rank:** 34/100

**Expected Attendance:** 154 people

**Event ID:** HfXUb7GJcUnbRw2vq

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 62 across all properties

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