

# Vignettes at The LAB • Presented by One Big JAM

DATE: Saturday, September 27, 2025  
LOCATION: Calgary, Alberta, CA

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## Event Description

Vignettes at The LAB • Presented by One Big JAM is a premier concerts 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:** concerts

**Importance Rank:** 42/100

**Expected Attendance:** 415 people

**Event ID:** E2DENStrWNqJnFKXNA

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 166 across all properties

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