

# Wild Rose Women's Gran Fondo

DATE: Sunday, August 17, 2025  
LOCATION: Innisfail, Alberta, CA

---

## Event Description

Wild Rose Women's Gran Fondo is a premier sports event in Innisfail. 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:** sports

**Importance Rank:** 31/100

**Expected Attendance:** 106 people

**Event ID:** Aa8JZBC6AXZnjVuLRT

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 42 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/wild-rose-womens-gran-fondo>

Document generated on 6/4/2026, 9:30:18 AM