

# YOU-Phoria an All Ages Variety Show!

DATE: Thursday, August 21, 2025

LOCATION: Calgary, Alberta, CA

---

## Event Description

YOU-Phoria an All Ages Variety Show! 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:** 36/100

**Expected Attendance:** 201 people

**Event ID:** BBhuRBrwaJbeWHpmGx

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 80 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/you-phoria-an-all-ages-variety-show>

Document generated on 6/4/2026, 9:34:17 AM