

'(Niagara-on-the-Lake Christmas Market

DATE: Sunday, November 30, 2025
LOCATION: Niagara-on-the-Lake, Ontario, CA

Event Description

'(Niagara-on-the-Lake Christmas Market is a premier festivals event in Niagara-on-the-Lake. 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: festivals

Importance Rank: 41/100

Expected Attendance: 345 people

Event ID: GrjDSEAs3FPkcdXbq

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 138 across all properties

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