

# 2025 Maha-Utsav - Diwali Mela

DATE: Wednesday, October 8, 2025

LOCATION: Edmonton, Alberta, CA

## Event Description

2025 Maha-Utsav - Diwali Mela is a premier festivals 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:** festivals

**Importance Rank:** 40/100

**Expected Attendance:** 303 people

**Event ID:** DWEbUrsWj9Y8pA9h6d

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 121 across all properties

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