

4th Annual Iri Ji Festival – A Celebration of Igbo Culture in Edmonton, AB

DATE: Saturday, August 30, 2025
LOCATION: Edmonton, Alberta, CA

Event Description

4th Annual Iri Ji Festival – A Celebration of Igbo Culture in Edmonton, AB 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: 42/100
Expected Attendance: 377 people
Event ID: Ge4q7YtQ7bYtAk9VCN

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: 151 across all properties

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