

# Alberta Christmas Craft Market - The Heritage Centre, Cremona, AB

DATE: Saturday, December 13, 2025  
LOCATION: Cremona, Alberta, CA

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## Event Description

Alberta Christmas Craft Market - The Heritage Centre, Cremona, AB is a premier expos event in Cremona. 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:** expos

**Importance Rank:** 57/100

**Expected Attendance:** 2,240 people

**Event ID:** 8x7Jkxi86feGGRaUf8

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 896 across all properties

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