

ASUG Ottawa Chapter Meeting

DATE: Friday, September 12, 2025

LOCATION: Ottawa, Ontario, CA

Event Description

ASUG Ottawa Chapter Meeting is a premier conferences event in Ottawa. 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: conferences

Importance Rank: 39/100

Expected Attendance: 282 people

Event ID: E5ar9T4rjKdkaLG5da

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 113 across all properties

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