

BeYOUtiful Women's Expo

DATE: Saturday, September 6, 2025

LOCATION: Ottawa, Ontario, CA

Event Description

BeYOUtiful Women's Expo is a premier expos 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: expos

Importance Rank: 60/100

Expected Attendance: 3,344 people

Event ID: BEf9g7Zbw8ga7yWxEW

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,338 across all properties

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

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