

Black Friday First Look: LUSOMÉ Private Shopping Experience

DATE: Wednesday, November 19, 2025
LOCATION: Calgary, Alberta, CA

Event Description

Black Friday First Look: LUSOMÉ Private Shopping Experience is a premier expos event in Calgary. 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: 50/100

Expected Attendance: 963 people

Event ID: 3NMK74gwS7CRhGL3yn

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 385 across all properties

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