

CAA Travel Showcase: Thunder Bay

DATE: Saturday, September 13, 2025
LOCATION: Thunder Bay, Ontario, CA

Event Description

CAA Travel Showcase: Thunder Bay is a premier expos event in Thunder Bay. 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: 1,018 people

Event ID: 4QJ2ZMtJRSARsfB66D

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: 407 across all properties

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