

Communicating in a Hyper-Connected Era

DATE: Thursday, September 18, 2025

LOCATION: Ottawa, Ontario, CA

Event Description

Communicating in a Hyper-Connected Era 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: 31/100

Expected Attendance: 111 people

Event ID: V36SGLCFs5FvCkn3x6

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 44 across all properties

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

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