

# Coventry of Stratford - Community BBQ

DATE: Sunday, September 21, 2025

LOCATION: Stratford, Ontario, CA

---

## Event Description

Coventry of Stratford - Community BBQ is a premier expos event in Stratford. 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:** 42/100

**Expected Attendance:** 401 people

**Event ID:** Ht3kpRGFPYPfSjzTxK

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 160 across all properties

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