

DEAM Connect | By Goodwill Industries of Alberta

DATE: Wednesday, October 1, 2025
LOCATION: Edmonton, Alberta, CA

Event Description

DEAM Connect | By Goodwill Industries of Alberta is a premier conferences event in Edmonton. 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: 38/100

Expected Attendance: 266 people

Event ID: 3VQMfe8MZq2UxM3j6N

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 106 across all properties

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