

FAMILY DAY SATURDAY Show + Sale Winter Market

DATE: Saturday, November 15, 2025
LOCATION: Calgary, Alberta, CA

Event Description

FAMILY DAY SATURDAY Show + Sale Winter Market 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: 54/100

Expected Attendance: 1,678 people

Event ID: 3ckmcqvKb4npTjt4sH

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 671 across all properties

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