

Ford x Oilers Dealer Days

DATE: Sunday, October 26, 2025
LOCATION: Edmonton, Alberta, CA

Event Description

Ford x Oilers Dealer Days is a premier expos 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: expos
Importance Rank: 43/100
Expected Attendance: 447 people
Event ID: 5cDP9LUFGUA89iA6gr

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 179 across all properties

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