

Grand Opening of ShutterLux Markham – Win a \$10K Window Makeover Giveaway!

DATE: Friday, August 15, 2025
LOCATION: Markham, Ontario, CA

Event Description

Grand Opening of ShutterLux Markham – Win a \$10K Window Makeover Giveaway! is a premier expos event in Markham. 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: 53/100

Expected Attendance: 1,458 people

Event ID: 8dY9eBxyVoQ6Ln7zgk

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 583 across all properties

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