

Greater Niagara: Eat, Drink and Be Educated with BMO and Canada Life

DATE: Wednesday, September 10, 2025
LOCATION: Niagara-on-the-Lake, Ontario, CA

Event Description

Greater Niagara: Eat, Drink and Be Educated with BMO and Canada Life is a premier conferences event in Niagara-on-the-Lake. 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: 25/100

Expected Attendance: 57 people

Event ID: Hyq68D5KozFEG8WmeV

Hotel Demand Indicators

ADR Impact Index: 3.6x 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: 23 across all properties

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