

# Hello Pretty Market- BOOK CLUB

DATE: Saturday, October 4, 2025

LOCATION: St. Albert, Alberta, CA

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## Event Description

Hello Pretty Market- BOOK CLUB is a premier expos event in St. Albert. 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:** 61/100

**Expected Attendance:** 3,699 people

**Event ID:** CAmZ9QNQwqgbJ64qku

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,480 across all properties

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