

IAM Conference 2025

DATE: Friday, August 22, 2025
LOCATION: Lower Sackville, Nova Scotia, CA

Event Description

IAM Conference 2025 is a premier conferences event in Lower Sackville. 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: 28/100

Expected Attendance: 82 people

Event ID: FExoK2qmtuUM4F88KL

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 33 across all properties

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