

Illuminated Entrepreneur Summit (Lethbridge, AB)

DATE: Saturday, September 13, 2025
LOCATION: Lethbridge, Alberta, CA

Event Description

Illuminated Entrepreneur Summit (Lethbridge, AB) is a premier expos event in Lethbridge. 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: 60/100

Expected Attendance: 3,197 people

Event ID: G9b3SxrjW35HTc7mrJ

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,279 across all properties

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