

# Imperial Oil Information Session

DATE: Wednesday, September 24, 2025

LOCATION: Calgary, Alberta, CA

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## Event Description

Imperial Oil Information Session is a premier conferences event in Calgary. 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:** 40/100

**Expected Attendance:** 312 people

**Event ID:** 6vFY8vnmzKpG8Mm9Gc

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 125 across all properties

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

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Document generated on 6/3/2026, 10:57:54 PM