

Inspired by Taylor Swift's Life of a Show Girl: The Life of a Maker Market

DATE: Friday, October 3, 2025
LOCATION: Ottawa, Ontario, CA

Event Description

Inspired by Taylor Swift's Life of a Show Girl: The Life of a Maker Market is a premier expos event in Ottawa. 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: 46/100
Expected Attendance: 617 people
Event ID: BXeXyzcpzCgvAKKs5p

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 247 across all properties

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