

# Let's Talk about Greenwashing and Sustainability Reporting

DATE: Monday, October 6, 2025  
LOCATION: Peterborough, Ontario, CA

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## Event Description

Let's Talk about Greenwashing and Sustainability Reporting is a premier conferences event in Peterborough. 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:** 25/100

**Expected Attendance:** 59 people

**Event ID:** aPshtFywszyjskBt8f3

## Hotel Demand Indicators

**ADR Impact Index:** 3.6x 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:** 24 across all properties

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

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Document generated on 6/4/2026, 3:39:39 AM