

Merry & Bright Market

DATE: Saturday, November 22, 2025

LOCATION: Red Deer, Alberta, CA

Event Description

Merry & Bright Market is a premier expos event in Red Deer. 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: 45/100

Expected Attendance: 551 people

Event ID: 3m4G3ZgarFPq8Q7Ey8

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 220 across all properties

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

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<https://becircadian.com/events/merry-bright-market>

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