

# MISA Atlantic Annual Conference

DATE: Tuesday, September 16, 2025

LOCATION: Halifax, Nova Scotia, CA

---

## Event Description

MISA Atlantic Annual Conference is a premier conferences event in Halifax. 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:** 317 people

**Event ID:** GDh7HmHawiqbymL2jj

## 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:** 127 across all properties

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