

# MLR Vertical Expo

DATE: Wednesday, November 19, 2025

LOCATION: Hamilton, Ontario, CA

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## Event Description

MLR Vertical Expo is a premier expos event in Hamilton. 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:** 61/100

**Expected Attendance:** 3,570 people

**Event ID:** HasBiMXmMp6AFiH7R9

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,428 across all properties

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

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