

NALMA's 13th National Lands Managers Gathering

DATE: Wednesday, October 22, 2025
LOCATION: Halifax, Nova Scotia, CA

Event Description

NALMA's 13th National Lands Managers Gathering 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: 37/100
Expected Attendance: 217 people
Event ID: 5HP4Mp455yRck3cnra

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 87 across all properties

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