

Nobis Friends & Family Sale - Up to 70% Off

DATE: Friday, September 12, 2025
LOCATION: Markham, Ontario, CA

Event Description

Nobis Friends & Family Sale - Up to 70% Off is a premier expos event in Markham. 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: 57/100
Expected Attendance: 2,344 people
Event ID: H8gddXvTgHomtn54yK

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 938 across all properties

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