

# Nordic Point Lodge at the All Canada Show-Chicago, IL

DATE: Thursday, January 29, 2026  
LOCATION: St. Charles, Illinois, US

## Event Description

Nordic Point Lodge at the All Canada Show-Chicago, IL is a premier conferences event in St. Charles. 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:** 45/100

**Expected Attendance:** 559 people

**Event ID:** 3KEfWRQRfGErLnJcwR

## 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:** 224 across all properties

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