

Northern Lights Health Foundation's Festival of Trees presented by Suncor

DATE: Friday, November 14, 2025
LOCATION: Fort McMurray, Alberta, CA

Event Description

Northern Lights Health Foundation's Festival of Trees presented by Suncor is a premier festivals event in Fort McMurray. 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: festivals

Importance Rank: 41/100

Expected Attendance: 344 people

Event ID: DvntRCaJEdBzySEX8Q

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 138 across all properties

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