

# OAW 2025 Reimagining Urban Beauty: Conversation with Mayor Philippe Pemezec

DATE: Monday, October 6, 2025  
LOCATION: Ottawa, Ontario, CA

## Event Description

OAW 2025 Reimagining Urban Beauty: Conversation with Mayor Philippe Pemezec is a premier conferences event in Ottawa. 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:** 32/100

**Expected Attendance:** 120 people

**Event ID:** D34Gp6TfNuvvc7NA7Gi

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 48 across all properties

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