

Oktoberfest Market at Pickering Museum Village

DATE: Saturday, September 27, 2025
LOCATION: Pickering, Ontario, CA

Event Description

Oktoberfest Market at Pickering Museum Village is a premier festivals event in Pickering. 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: 47/100

Expected Attendance: 738 people

Event ID: 8DRSV6aacn6ip4XiPW

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 295 across all properties

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