

# Opportunity Bridal - Wedding Dress Sale - Grande Prairie

DATE: Tuesday, September 23, 2025  
LOCATION: Grande Prairie, Alberta, CA

---

## Event Description

Opportunity Bridal - Wedding Dress Sale - Grande Prairie is a premier expos event in Grande Prairie. 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:** 43/100

**Expected Attendance:** 469 people

**Event ID:** FhmZ3h26ww9GFYBpdn

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 188 across all properties

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

---