

# Opportunity Bridal - Wedding Dress Sale - Halifax

DATE: Saturday, November 8, 2025  
LOCATION: Halifax, Nova Scotia, CA

---

## Event Description

Opportunity Bridal - Wedding Dress Sale - Halifax is a premier expos event in Halifax. 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:** 55/100

**Expected Attendance:** 1,716 people

**Event ID:** DpaEy7JgTCyu9ZPUJZ

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 686 across all properties

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

---