

Opportunity Bridal - Wedding Dress Sale - Mississauga

DATE: Sunday, January 25, 2026
LOCATION: Toronto, Ontario, CA

Event Description

Opportunity Bridal - Wedding Dress Sale - Mississauga is a premier expos event in Toronto. 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: 46/100

Expected Attendance: 647 people

Event ID: ARNo4J2dv2zbWms7SW

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 259 across all properties

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