

# Opportunity Bridal - Wedding Dress Sale - Sault Ste Marie

DATE: Monday, September 1, 2025  
LOCATION: Sault Ste. Marie, Ontario, CA

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## Event Description

Opportunity Bridal - Wedding Dress Sale - Sault Ste Marie is a premier expos event in Sault Ste. Marie. 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:** 45/100

**Expected Attendance:** 565 people

**Event ID:** BA4QzmSAZmzRB2gWBt

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 226 across all properties

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

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