

Opportunity Bridal - Wedding Dress Sale - St. Catharines

DATE: Monday, January 26, 2026
LOCATION: Saint Catharines, Ontario, CA

Event Description

Opportunity Bridal - Wedding Dress Sale - St. Catharines is a premier expos event in Saint Catharines. 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: 35/100

Expected Attendance: 170 people

Event ID: A2a7CLXdAkvc6WNmun

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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