

Samsung Appliance Appointment Based Sales Consultations - Heartland

DATE: Saturday, October 18, 2025
LOCATION: Mississauga, Ontario, CA

Event Description

Samsung Appliance Appointment Based Sales Consultations - Heartland is a premier expos event in Mississauga. 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: 610 people

Event ID: 3pe2A8BHwF5QgazdqL

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: 244 across all properties

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