

Sherbrooke Community League Book Fair!

DATE: Saturday, August 23, 2025
LOCATION: Edmonton, Alberta, CA

Event Description

Sherbrooke Community League Book Fair! is a premier expos event in Edmonton. 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: 49/100

Expected Attendance: 941 people

Event ID: DYyZEo7tmEzsjVp8Tr

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 376 across all properties

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