

Soft Girl September - Malla MRKT

DATE: Sunday, September 21, 2025

LOCATION: Edmonton, Alberta, CA

Event Description

Soft Girl September - Malla MRKT 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: 61/100

Expected Attendance: 3,472 people

Event ID: 3djQhkngPxik89esQe

Hotel Demand Indicators

ADR Impact Index: 6.7x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,389 across all properties

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

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