

Southwood Aesthetics Winter Event | November 6th, 2025

DATE: Thursday, November 6, 2025
LOCATION: Calgary, Alberta, CA

Event Description

Southwood Aesthetics Winter Event | November 6th, 2025 is a premier expos event in Calgary. 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: 39/100

Expected Attendance: 280 people

Event ID: 5HvTs4TYtph6qa2Fnf

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 112 across all properties

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