

St. Johns McFadden's 60th Anniversary Event

DATE: Friday, September 12, 2025
LOCATION: St. John's, Newfoundland and Labrador, CA

Event Description

St. Johns McFadden's 60th Anniversary Event is a premier expos event in St. John's. 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: 50/100

Expected Attendance: 977 people

Event ID: 6YZPntBU2EKAnVHEkE

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 391 across all properties

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

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