

Tailor-Made Magick Yule Market

DATE: Saturday, November 29, 2025

LOCATION: Edmonton, Alberta, CA

Event Description

Tailor-Made Magick Yule Market 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: 51/100

Expected Attendance: 1,096 people

Event ID: Pv3DtSJ64Fc5327Pj9

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: 438 across all properties

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