

# The 7th Annual DURHAM REGION HOLIDAY POP UP MARKETPLACE

DATE: Sunday, November 16, 2025  
LOCATION: Ajax, Ontario, CA

---

## Event Description

The 7th Annual DURHAM REGION HOLIDAY POP UP MARKETPLACE is a premier expos event in Ajax. 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:** 48/100

**Expected Attendance:** 755 people

**Event ID:** EXaZqgUAdcDHykq5GB

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 302 across all properties

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

---