

# The Autumn Reveal: A Guava Quartz Showroom Experience

DATE: Thursday, October 16, 2025  
LOCATION: Calgary, Alberta, CA

## Event Description

The Autumn Reveal: A Guava Quartz Showroom Experience 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:** 47/100

**Expected Attendance:** 697 people

**Event ID:** 3uiWZnaHAJzDMYH7Ev

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 279 across all properties

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