

The Mom Market @ Holland Marsh Wineries: Sweater Weather Market

DATE: Sunday, September 28, 2025

LOCATION: Newmarket, Ontario, CA

Event Description

The Mom Market @ Holland Marsh Wineries: Sweater Weather Market is a premier expos event in Newmarket. 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: 802 people

Event ID: HUwzy2eo4JPHUpL9Tr

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: 321 across all properties

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