

Turf Research Field Day 2025

DATE: Thursday, August 21, 2025

LOCATION: Olds, Alberta, CA

Event Description

Turf Research Field Day 2025 is a premier expos event in Olds. 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: 49/100

Expected Attendance: 897 people

Event ID: 7n6vXYfgC4ohmLmD3k

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 359 across all properties

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