

# UMNB Annual Conference and AGM

DATE: Friday, October 3, 2025  
LOCATION: Saint John, New Brunswick, CA

---

## Event Description

UMNB Annual Conference and AGM is a premier conferences event in Saint John. 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:** conferences

**Importance Rank:** 40/100

**Expected Attendance:** 308 people

**Event ID:** CJdPWpbD4Xs2L7xrfH

## Hotel Demand Indicators

**ADR Impact Index:** 4.9x 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:** 123 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/umnb-annual-conference-and-agm>

Document generated on 6/4/2026, 5:35:22 AM