

Vista Ridge Winter Hiring Event – Supported by Lifemark

DATE: Tuesday, October 7, 2025
LOCATION: Fort McMurray, Alberta, CA

Event Description

Vista Ridge Winter Hiring Event – Supported by Lifemark is a premier expos event in Fort McMurray. 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: 51/100

Expected Attendance: 1,148 people

Event ID: HFij7ApikBN3FeZSjJ

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 459 across all properties

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