

Women in Business Expo 2025

DATE: Saturday, October 25, 2025
LOCATION: Medicine Hat, Alberta, CA

Event Description

Women in Business Expo 2025 is a premier expos event in Medicine Hat. 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: 55/100

Expected Attendance: 1,742 people

Event ID: 67YQd2E2ffSnzBxAV5

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 697 across all properties

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