

9th Annual VIWHA BULLS, BRONCS and BARRELS

DATE: Friday, August 15, 2025
LOCATION: Parksville, British Columbia, CA

Event Description

9th Annual VIWHA BULLS, BRONCS and BARRELS is a premier festivals event in Parksville. 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: festivals

Importance Rank: 50/100

Expected Attendance: 951 people

Event ID: 5aTyVbogChWkpXTCce

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: 380 across all properties

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