

# Back to the Fitrah: Reclaim Your Identity as a Muslimah [GenM Sisters]

DATE: Saturday, October 4, 2025  
LOCATION: Surrey, British Columbia, CA

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## Event Description

Back to the Fitrah: Reclaim Your Identity as a Muslimah [GenM Sisters] is a premier conferences event in Surrey. 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:** 37/100

**Expected Attendance:** 233 people

**Event ID:** 9Yd5Gpr6krwLq99ZsF

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 93 across all properties

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