

# Bala Bay Divas - Glamberry Festival Brunch

DATE: Sunday, October 19, 2025  
LOCATION: Bala, Ontario, CA

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## Event Description

Bala Bay Divas - Glamberry Festival Brunch is a premier performing-arts event in Bala. 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:** performing-arts

**Importance Rank:** 37/100

**Expected Attendance:** 232 people

**Event ID:** 7sSx5s3e8qCbDJpnTf

## 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.*