

# Ballet Étoile at Deep Cove Winery

DATE: Sunday, August 24, 2025  
LOCATION: North Saanich, British Columbia, CA

---

## Event Description

Ballet Étoile at Deep Cove Winery is a premier performing-arts event in North Saanich. 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:** 34/100

**Expected Attendance:** 158 people

**Event ID:** E3pQGJWMo9G3zTk8js

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 63 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/ballet-toile-at-deep-cove-winery>

Document generated on 6/4/2026, 3:46:40 AM