

BCCE Open House

DATE: Saturday, February 7, 2026
LOCATION: Burnaby, British Columbia, CA

Event Description

BCCE Open House is a premier expos event in Burnaby. 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: 34/100

Expected Attendance: 164 people

Event ID: FX5e7MvxGFxbH6bZBi

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: 66 across all properties

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