

Bridal Sample Sale

DATE: Sunday, September 7, 2025
LOCATION: New Westminister, British Columbia, CA

Event Description

Bridal Sample Sale is a premier expos event in New Westminister. 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: 57/100

Expected Attendance: 2,328 people

Event ID: 4e2uMRrG2zziw8gwJS

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 931 across all properties

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