

Chasing Light Together: A New Season Begins

DATE: Tuesday, September 2, 2025
LOCATION: New Westminster, British Columbia, CA

Event Description

Chasing Light Together: A New Season Begins is a premier conferences event in New Westminster. 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: 33/100
Expected Attendance: 140 people
Event ID: D8FRXGmHFW95qeE9yr

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 56 across all properties

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

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