

# D. M. Bradford: Reading & Launch

DATE: Thursday, October 2, 2025  
LOCATION: Vancouver, British Columbia, CA

---

## Event Description

D. M. Bradford: Reading & Launch is a premier conferences event in Vancouver. 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:** 39/100

**Expected Attendance:** 277 people

**Event ID:** HW8nrsmdbMGdjmPKVq

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 111 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/d-m-bradford-reading-launch>

Document generated on 6/3/2026, 10:39:48 PM