

Dallas Werbecky Memorial Walk - Move for Mood

DATE: Saturday, September 20, 2025
LOCATION: Prince George, British Columbia, CA

Event Description

Dallas Werbecky Memorial Walk - Move for Mood is a premier community event in Prince George. 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: community
Importance Rank: 35/100
Expected Attendance: 180 people
Event ID: AEyBhigBuVdHh6VqCP

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 72 across all properties

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