

Day of the Dead Market – Burnaby | LAHM 25

DATE: Saturday, October 18, 2025
LOCATION: Burnaby, British Columbia, CA

Event Description

Day of the Dead Market – Burnaby | LAHM 25 is a premier festivals 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: festivals

Importance Rank: 53/100

Expected Attendance: 1,377 people

Event ID: 6CJ5jVfrQoRmCzaDWp

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 551 across all properties

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