

FIRST LEGO League UNEARTHED 2025-2026 Season Kickoff

DATE: Saturday, September 20, 2025
LOCATION: Surrey, British Columbia, CA

Event Description

FIRST LEGO League UNEARTHED 2025-2026 Season Kickoff is a premier community event in Surrey. 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: 36/100

Expected Attendance: 193 people

Event ID: E3dt2NXhs67ZyMKneA

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 77 across all properties

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

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