

Igbo Cultural Day Festival 2025 – Hosted by IDAOBC (Dikenamba)

DATE: Saturday, August 30, 2025
LOCATION: Surrey, British Columbia, CA

Event Description

Igbo Cultural Day Festival 2025 – Hosted by IDAOBC (Dikenamba) is a premier festivals 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: festivals
Importance Rank: 44/100
Expected Attendance: 518 people
Event ID: DNxeQtb2PA3BT62kkU

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 207 across all properties

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