

ISSAMBA Multicultural Food & Craft Fall Market

DATE: Saturday, October 4, 2025
LOCATION: Victoria, British Columbia, CA

Event Description

ISSAMBA Multicultural Food & Craft Fall Market is a premier festivals event in Victoria. 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: 50/100

Expected Attendance: 1,052 people

Event ID: zMaCgtZjAHiKuF4vQk

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 421 across all properties

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