

KEH: SONY Trade-In Event (November 25th)

DATE: Tuesday, November 25, 2025
LOCATION: Richmond, British Columbia, CA

Event Description

KEH: SONY Trade-In Event (November 25th) is a premier expos event in Richmond. 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: expos

Importance Rank: 56/100

Expected Attendance: 2,031 people

Event ID: Hh324MBcacSDF4hNa8

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 812 across all properties

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