

KEH: Trade-In Event (November 24th and November 26th)

DATE: Monday, November 24, 2025
LOCATION: Richmond, British Columbia, CA

Event Description

KEH: Trade-In Event (November 24th and November 26th) 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: 45/100

Expected Attendance: 588 people

Event ID: 9CTgNizryAJ6siNguZ

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 235 across all properties

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