

Knit With Purpose Pop-Up: Sharing the Spirit of Allyship and Reconciliation

DATE: Saturday, November 22, 2025
LOCATION: Victoria, British Columbia, CA

Event Description

Knit With Purpose Pop-Up: Sharing the Spirit of Allyship and Reconciliation is a premier expos 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: expos
Importance Rank: 53/100
Expected Attendance: 1,433 people
Event ID: 6J9BvWcShMrp6CNqfE

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 573 across all properties

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