

# Launch of Vfactory

DATE: Thursday, October 9, 2025

LOCATION: Cobourg, Ontario, CA

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## Event Description

Launch of Vfactory is a premier conferences event in Cobourg. 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:** conferences

**Importance Rank:** 23/100

**Expected Attendance:** 44 people

**Event ID:** iyWR5W4Cxi6Lu8P67r

## Hotel Demand Indicators

**ADR Impact Index:** 3.5x 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:** 18 across all properties

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

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<https://becircadian.com/events/launch-of-vfactory>

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