

Light Up the Orchard at Northern Lights Winery

DATE: Friday, November 21, 2025
LOCATION: Prince George, British Columbia, CA

Event Description

Light Up the Orchard at Northern Lights Winery is a premier festivals event in Prince George. 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: 34/100

Expected Attendance: 157 people

Event ID: Gv26JujiPHYws8R8H5

Hotel Demand Indicators

ADR Impact Index: 4.4x 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: 63 across all properties

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