

Lululemon Summer Series X The Valley Bee X Rookie Blooms Flower Farm

DATE: Saturday, August 30, 2025
LOCATION: Abbotsford, British Columbia, CA

Event Description

Lululemon Summer Series X The Valley Bee X Rookie Blooms Flower Farm is a premier expos event in Abbotsford. 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: 39/100

Expected Attendance: 272 people

Event ID: 43VFvqLEVH2vSEHBdu

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 109 across all properties

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