

MOVE for Mental Health: Live Music Celebration for World Mental Health Day

DATE: Friday, October 10, 2025
LOCATION: Victoria, British Columbia, CA

Event Description

MOVE for Mental Health: Live Music Celebration for World Mental Health Day is a premier community 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: community

Importance Rank: 35/100

Expected Attendance: 168 people

Event ID: GoLaHCauV6BnEo54o4

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 67 across all properties

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