

Music as Medicine: Healing Fair, Dance Party, and Live Concerts

DATE: Friday, November 21, 2025
LOCATION: Vancouver, British Columbia, CA

Event Description

Music as Medicine: Healing Fair, Dance Party, and Live Concerts is a premier festivals event in Vancouver. 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: 44/100
Expected Attendance: 516 people
Event ID: 6QX2bDwwQMk3C4gm69

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 206 across all properties

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