

Poynter Presents: My Son the Hurricane

DATE: Thursday, September 25, 2025
LOCATION: Gabriola, British Columbia, CA

Event Description

Poynter Presents: My Son the Hurricane is a premier community event in Gabriola. 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: 30/100

Expected Attendance: 105 people

Event ID: FBHmWrL8b4xvGi3GVF

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 42 across all properties

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