

Primal Expression

DATE: Wednesday, October 15, 2025
LOCATION: Vancouver, British Columbia, CA

Event Description

Primal Expression is a premier performing-arts 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: performing-arts
Importance Rank: 34/100
Expected Attendance: 153 people
Event ID: HrLYVfZ3oHvnSV3eBS

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: 61 across all properties

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