

PSYC Research Lab Fair - Fall 2025

DATE: Tuesday, October 14, 2025
LOCATION: Burnaby, British Columbia, CA

Event Description

PSYC Research Lab Fair - Fall 2025 is a premier festivals event in Burnaby. 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: 40/100

Expected Attendance: 305 people

Event ID: DcvYfSrGVoXYw8vACQ

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 122 across all properties

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