

# Rifflandia Music Festival at Matullia Lands At Rock Bay

DATE: Saturday, September 13, 2025  
LOCATION: Victoria, British Columbia, CA

## Event Description

Rifflandia Music Festival at Matullia Lands At Rock Bay is a premier festivals 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:** festivals

**Importance Rank:** 48/100

**Expected Attendance:** 796 people

**Event ID:** GH7J38aqp6atxM8Rne

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 318 across all properties

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