

Rocking the Daisies

DATE: Friday, January 30, 2026
LOCATION: Brentwood Bay, British Columbia, CA

Event Description

Rocking the Daisies is a premier festivals event in Brentwood Bay. 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: 53/100

Expected Attendance: 1,335 people

Event ID: AuzHAGjNCyk7wbzARL

Hotel Demand Indicators

ADR Impact Index: 6.0x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 534 across all properties

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