

Snag in the Valley - LIVE ART SHOW & RAFFLE

DATE: Thursday, August 21, 2025
LOCATION: Abbotsford, British Columbia, CA

Event Description

Snag in the Valley - LIVE ART SHOW & RAFFLE is a premier performing-arts event in Abbotsford. 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: 43/100
Expected Attendance: 428 people
Event ID: 3V6Qof9MoPV3MLMEQW

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 171 across all properties

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