

# Summer Pop Up Market – hosted by Made in the 604

DATE: Sunday, August 17, 2025  
LOCATION: Vancouver, British Columbia, CA

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## Event Description

Summer Pop Up Market – hosted by Made in the 604 is a premier expos 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:** expos

**Importance Rank:** 51/100

**Expected Attendance:** 1,086 people

**Event ID:** 45y3a439YPZgEUaw5v

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 434 across all properties

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