

Sunflower Festival 2025

DATE: Thursday, August 28, 2025
LOCATION: Prince George, British Columbia, CA

Event Description

Sunflower Festival 2025 is a premier festivals event in Prince George. 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: 39/100

Expected Attendance: 268 people

Event ID: HBS4WznbwcnDaJCQ64

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 107 across all properties

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