

The 39 Steps

DATE: Friday, October 31, 2025
LOCATION: New Westminster, British Columbia, CA

Event Description

The 39 Steps is a premier performing-arts event in New Westminster. 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: 29/100
Expected Attendance: 90 people
Event ID: 53CdeNr8fiSa7Yz5uf

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 36 across all properties

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