

Toast to the Coast!

DATE: Sunday, September 14, 2025
LOCATION: North Saanich, British Columbia, CA

Event Description

Toast to the Coast! is a premier festivals event in North Saanich. 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: 36/100

Expected Attendance: 205 people

Event ID: J2d5k39yKo6h36cuNx

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 82 across all properties

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