

Touch of Class Christmas Artisan Market

DATE: Friday, December 5, 2025
LOCATION: Comox, British Columbia, CA

Event Description

Touch of Class Christmas Artisan Market is a premier festivals event in Comox. 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: 43/100

Expected Attendance: 467 people

Event ID: DVF6BCRvyWDAD382AW

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: 187 across all properties

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