

UBC COMMONS Market - Hugsmart Pet

DATE: Friday, October 17, 2025

LOCATION: University Endowment Lands, British Columbia, CA

Event Description

UBC COMMONS Market - Hugsmart Pet is a premier expos event in University Endowment Lands. 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: 59/100

Expected Attendance: 2,676 people

Event ID: DmVaTx5rXSJsriSLc3

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,070 across all properties

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

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