

# UNITE YOGA BEACH PARTY + SpeedHealing, Song Circle, Wellness Vendors

DATE: Friday, August 22, 2025  
LOCATION: University Endowment Lands, British Columbia, CA

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## Event Description

UNITE YOGA BEACH PARTY + SpeedHealing, Song Circle, Wellness Vendors is a premier festivals 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:** festivals

**Importance Rank:** 37/100

**Expected Attendance:** 231 people

**Event ID:** BomUPQrAaScvuwtF8

## 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:** 92 across all properties

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