

# Unlock Your Hidden Codes with Gene Keys

DATE: Saturday, August 23, 2025  
LOCATION: White Rock, British Columbia, CA

---

## Event Description

Unlock Your Hidden Codes with Gene Keys is a premier conferences event in White Rock. 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:** conferences

**Importance Rank:** 34/100

**Expected Attendance:** 153 people

**Event ID:** pgKAB9mGGKLUN5nXWo

## Hotel Demand Indicators

**ADR Impact Index:** 4.4x 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:** 61 across all properties

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