

VIMFF Pemberton 2025 - Sweaty Yeti

DATE: Friday, January 30, 2026
LOCATION: Pemberton, British Columbia, CA

Event Description

VIMFF Pemberton 2025 - Sweaty Yeti is a premier festivals event in Pemberton. 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: 42/100

Expected Attendance: 382 people

Event ID: 3MLDTR36gW9VDoBQwe

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 153 across all properties

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