

1st Annual Drill Expo

DATE: Saturday, September 27, 2025
LOCATION: 100 Mile House, British Columbia, CA

Event Description

1st Annual Drill Expo is a premier expos event in 100 Mile House. 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: 45/100

Expected Attendance: 533 people

Event ID: 99ComHJYn8Uy3X3BHS

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 213 across all properties

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