

# AMUSE! eat, drink & be social POP-UP

DATE: Saturday, October 25, 2025  
LOCATION: Kelowna, British Columbia, CA

---

## Event Description

AMUSE! eat, drink & be social POP-UP is a premier festivals event in Kelowna. 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:** 32/100

**Expected Attendance:** 129 people

**Event ID:** B2Z22g7utYaXesLyf7

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 52 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/amuse-eat-drink-be-social-pop-up>

Document generated on 6/4/2026, 8:18:54 AM