

# Bob Rogers Band

DATE: Wednesday, September 3, 2025  
LOCATION: Vernon, British Columbia, CA

## Event Description

Bob Rogers Band is a premier performing-arts event in Vernon. 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:** performing-arts  
**Importance Rank:** 42/100  
**Expected Attendance:** 405 people  
**Event ID:** 9kY5xE4qENbdqsnxniQ

## 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:** 162 across all properties

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