

# Concert with Jeffrey Straker

DATE: Thursday, October 2, 2025  
LOCATION: Salmon Arm, British Columbia, CA

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## Event Description

Concert with Jeffrey Straker is a premier concerts event in Salmon Arm. 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:** concerts

**Importance Rank:** 28/100

**Expected Attendance:** 79 people

**Event ID:** AR5Ws2x4u6JbVqrZBL

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 32 across all properties

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

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Document generated on 6/4/2026, 12:54:18 AM