

Fleet Forward Interior BC: Showcasing Zero Emission Fleet Vehicles

DATE: Wednesday, October 29, 2025
LOCATION: Kamloops, British Columbia, CA

Event Description

Fleet Forward Interior BC: Showcasing Zero Emission Fleet Vehicles is a premier expos event in Kamloops. 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: 54/100
Expected Attendance: 1,638 people
Event ID: 7CB7v2bQx48ueNdHK6

Hotel Demand Indicators

ADR Impact Index: 6.1x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 655 across all properties

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