

HOG LIVE @ SOLID URBAN STUDIO w/ THE BIFURCATED + SOUTHILL

DATE: Friday, September 26, 2025
LOCATION: Salmon Arm, British Columbia, CA

Event Description

HOG LIVE @ SOLID URBAN STUDIO w/ THE BIFURCATED + SOUTHILL is a premier performing-arts 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: performing-arts

Importance Rank: 39/100

Expected Attendance: 281 people

Event ID: 5Ld7NJGMbaA9tXtWdk

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 112 across all properties

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

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