

MAGICAL MARKET

DATE: Saturday, October 4, 2025
LOCATION: Lake Country, British Columbia, CA

Event Description

MAGICAL MARKET is a premier festivals event in Lake Country. 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: 42/100

Expected Attendance: 402 people

Event ID: 7BnoCUAqh8wf4yzG4b

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: 161 across all properties

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