

[NANAIMO] Wes Barker On Tour – Jaw-Dropping Magic & Non-Stop Laughs

DATE: Friday, October 17, 2025
LOCATION: Nanaimo, British Columbia, CA

Event Description

[NANAIMO] Wes Barker On Tour – Jaw-Dropping Magic & Non-Stop Laughs is a premier performing-arts event in Nanaimo. 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: 31/100
Expected Attendance: 115 people
Event ID: uKEbYcpzm6LPxqbcMN

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 46 across all properties

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