

NEW YAM FESTIVAL 2025 (Iri Ji / Iwa Ji)

DATE: Saturday, August 16, 2025
LOCATION: Kamloops, British Columbia, CA

Event Description

NEW YAM FESTIVAL 2025 (Iri Ji / Iwa Ji) is a premier festivals 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: festivals

Importance Rank: 39/100

Expected Attendance: 295 people

Event ID: DJE69b4J9ZSsLWrfsw

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: 118 across all properties

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