

OK,DOPE Presents Dave Merheje Live at Invermere Brewing Co!

DATE: Wednesday, October 8, 2025
LOCATION: Invermere, British Columbia, CA

Event Description

OK,DOPE Presents Dave Merheje Live at Invermere Brewing Co! is a premier performing-arts event in Invermere. 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: 50/100
Expected Attendance: 10,000 people
Event ID: EeeXHHUrB3RZ3xTSJr

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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