

Oktoberfest 2025 Presented by Sparkling Hill Resort

DATE: Friday, September 19, 2025
LOCATION: Vernon, British Columbia, CA

Event Description

Oktoberfest 2025 Presented by Sparkling Hill Resort is a premier festivals event in Vernon. 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: 50/100

Expected Attendance: 952 people

Event ID: DWVngdLr6f9rguQdKC

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 381 across all properties

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