

# Opportunity Bridal - Wedding Dress Sale - Kamloops

DATE: Thursday, September 11, 2025  
LOCATION: Kamloops, British Columbia, CA

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## Event Description

Opportunity Bridal - Wedding Dress Sale - Kamloops is a premier expos 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:** expos

**Importance Rank:** 48/100

**Expected Attendance:** 773 people

**Event ID:** 775RPApcC6M3R7chU3

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 309 across all properties

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