

Pony Gold - Live in Smithers @ Old Church // August 29th

DATE: Friday, August 29, 2025
LOCATION: Smithers, British Columbia, CA

Event Description

Pony Gold - Live in Smithers @ Old Church // August 29th is a premier performing-arts event in Smithers. 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: 41/100
Expected Attendance: 337 people
Event ID: CVMBCggyKNq3FPMtC5

Hotel Demand Indicators

ADR Impact Index: 5.0x 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: 135 across all properties

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

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