

# RMOW's 50th – Sam Roberts Band with opening artist: DJ Whitness

DATE: Friday, August 22, 2025  
LOCATION: Whistler, British Columbia, CA

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## Event Description

RMOW's 50th – Sam Roberts Band with opening artist: DJ Whitness is a premier concerts event in Whistler. 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:** concerts

**Importance Rank:** 29/100

**Expected Attendance:** 93 people

**Event ID:** 4vTnZuCrmstFFPvhY9

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 37 across all properties

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