

# Sato no Matsuri 祭 (Taiko festival)

DATE: Sunday, October 26, 2025  
LOCATION: Kelowna, British Columbia, CA

## Event Description

Sato no Matsuri 祭 (Taiko festival) is a premier festivals event in Kelowna. 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:** 42/100

**Expected Attendance:** 387 people

**Event ID:** Ev72WzUSP5q9b3diW9

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 155 across all properties

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

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<https://becircadian.com/events/sato-no-matsuri-taiko-festival>

Document generated on 6/4/2026, 9:57:41 AM