

# SoulSync: Equinox Alchemy

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

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## Event Description

SoulSync: Equinox Alchemy is a premier concerts 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:** concerts

**Importance Rank:** 31/100

**Expected Attendance:** 106 people

**Event ID:** Cge7oyJsKF7do63UCW

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 42 across all properties

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

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<https://becircadian.com/events/soulsync-equinox-alchemy>

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