

SPENDO Live at The Hub On Martin

DATE: Sunday, August 24, 2025
LOCATION: Penticton, British Columbia, CA

Event Description

SPENDO Live at The Hub On Martin is a premier concerts event in Penticton. 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: 111 people

Event ID: EHAvqeHeWVXB4iuaPq

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: 44 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/spendo-live-at-the-hub-on-martin>

Document generated on 6/4/2026, 6:44:52 AM