

Steph Clifford Album Release Concert with A Million Dollars in Pennies

DATE: Saturday, October 4, 2025
LOCATION: Salmon Arm, British Columbia, CA

Event Description

Steph Clifford Album Release Concert with A Million Dollars in Pennies is a premier performing-arts event in Salmon Arm. 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: 44/100
Expected Attendance: 480 people
Event ID: DtjKgYErsvr6KkaPp

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 192 across all properties

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