

Storm the Empire | Born of Embers Interior Tour| LIVE at Solid Urban Studio

DATE: Thursday, August 21, 2025
LOCATION: Salmon Arm, British Columbia, CA

Event Description

Storm the Empire | Born of Embers Interior Tour| LIVE at Solid Urban Studio is a premier concerts 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: concerts

Importance Rank: 26/100

Expected Attendance: 65 people

Event ID: HdjBQUKu7Cxs5rABE5

Hotel Demand Indicators

ADR Impact Index: 3.7x 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: 26 across all properties

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