

Surf Hat, Major Love, Los Guapos, and Hailey Blais

DATE: Friday, October 3, 2025
LOCATION: Kamloops, British Columbia, CA

Event Description

Surf Hat, Major Love, Los Guapos, and Hailey Blais is a premier festivals event in Kamloops. 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: 52/100

Expected Attendance: 1,248 people

Event ID: AtZpht7CA3rj7W9KZw

Hotel Demand Indicators

ADR Impact Index: 5.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 499 across all properties

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