

TAKE THE CAR SWIMMING with special guests OverCast

DATE: Friday, September 26, 2025
LOCATION: Vernon, British Columbia, CA

Event Description

TAKE THE CAR SWIMMING with special guests OverCast is a premier concerts event in Vernon. 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: 28/100
Expected Attendance: 83 people
Event ID: 8ab3vKy8pCTkBae9vc

Hotel Demand Indicators

ADR Impact Index: 3.9x 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: 33 across all properties

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