

# UGEFEST 3 (DAY 2)

DATE: Saturday, August 23, 2025  
LOCATION: Kamloops, British Columbia, CA

---

## Event Description

UGEFEST 3 (DAY 2) 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:** 41/100

**Expected Attendance:** 338 people

**Event ID:** 5LpDBJiMAPTpxTmyMQ

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 135 across all properties

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

---