

b P v,,fBNã —ój g Our Time | Sep 27 & 28

DATE: Sunday, September 28, 2025

LOCATION: Markham, Ontario, CA

Event Description

b P v,,fBNã —ój g Our Time | Sep 27 & 28, 2025 is a premier concerts event in Markham. This event attracts 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: 30/100

Expected Attendance: 101 people

Event ID: 4seq4kNP36cUkqhqo2

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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

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