

# 09/13, ±u UœRgMarkhamN-e±•1Sã

DATE: Saturday, September 13, 2025  
LOCATION: Markham, Ontario, CA

## Event Description

09/13, ±u UœRgMarkhamN-e±•1SãyÀ\_e>ž! is a premier performing-arts event in Markham. This event attracts attendees from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

## Key Information

**Category:** performing-arts

**Importance Rank:** 31/100

**Expected Attendance:** 110 people

**Event ID:** 3biWAArQw8ecxGVdEu

## 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:** 44 across all properties

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