

A Celebration of The Hip for ALS

DATE: Saturday, October 4, 2025

LOCATION: Toronto, Ontario, CA

Event Description

A Celebration of The Hip for ALS is a premier community event in Toronto. 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: community

Importance Rank: 44/100

Expected Attendance: 500 people

Event ID: FuvT3ZQhwKmjw6WFZf

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 200 across all properties

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