

# AIM Level 2 Lower

DATE: Tuesday, September 9, 2025

LOCATION: London, Ontario, CA

---

## Event Description

AIM Level 2 Lower is a premier expos event in London. 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:** expos

**Importance Rank:** 56/100

**Expected Attendance:** 2,000 people

**Event ID:** 4q9Kt4MNicpz8aPXbh

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 800 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/aim-level-2-lower>

Document generated on 6/3/2026, 9:05:34 PM