

Alison Krauss & Union Station with Jerry Douglas and Willie Watson

DATE: Tuesday, August 19, 2025
LOCATION: Toronto, Ontario, CA

Event Description

Alison Krauss & Union Station with Jerry Douglas and Willie Watson is a premier concerts 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: concerts
Importance Rank: 55/100
Expected Attendance: 1,805 people
Event ID: 5MrT2FuYJCzpsURoCe

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 722 across all properties

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