

Architects with Erra and Holywatr

DATE: Thursday, August 14, 2025

LOCATION: Toronto, Ontario, CA

Event Description

Architects with Erra and Holywatr 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: 59/100

Expected Attendance: 2,761 people

Event ID: A37B6APjectgKVyGbq

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,104 across all properties

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