

# Bckyrd Festival Official After Party (Day 2)

DATE: Saturday, September 20, 2025

LOCATION: London, Ontario, CA

## Event Description

Bckyrd Festival Official After Party (Day 2) is a premier festivals 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:** festivals

**Importance Rank:** 54/100

**Expected Attendance:** 1,600 people

**Event ID:** ZubdNPsuw4KRSLGaiW

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 640 across all properties

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