

BEYOND THE STAGE - ARTWORK CREATED AND SIGNED BY MICHAEL JOSEPH JACKSON

DATE: Friday, September 19, 2025

LOCATION: Toronto, Ontario, CA

Event Description

BEYOND THE STAGE - ARTWORK CREATED AND SIGNED BY MICHAEL JOSEPH JACKSON is a premier expos 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: expos

Importance Rank: 39/100

Expected Attendance: 282 people

Event ID: GNR2LmWzywTMAZEEYV

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 113 across all properties

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