

#BookTalk with Ann-Marie MacDonald, presented by Union Hotel x Giller Prize

DATE: Tuesday, October 21, 2025
LOCATION: Toronto, Ontario, CA

Event Description

#BookTalk with Ann-Marie MacDonald, presented by Union Hotel x Giller Prize is a premier conferences 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: conferences

Importance Rank: 31/100

Expected Attendance: 108 people

Event ID: 6JkDw6D4dEyL3YKhF7

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 43 across all properties

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