

# Deadmau5

DATE: Friday, December 26, 2025

LOCATION: Toronto, Ontario, CA

## Event Description

Deadmau5 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:** 63/100

**Expected Attendance:** 4,301 people

**Event ID:** HxcSoy2AL4twwwyZVM

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,720 across all properties

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