

Diagon Alley Mystic Market • The Witches Lair

DATE: Saturday, September 20, 2025
LOCATION: London, Ontario, CA

Event Description

Diagon Alley Mystic Market • The Witches Lair is a premier expos 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: expos

Importance Rank: 54/100

Expected Attendance: 1,610 people

Event ID: FrQwHYV2hWbdb5kwSQ

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: 644 across all properties

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