

Drag Lab (formerly Sasha's Drag Open Stage)

DATE: Sunday, September 21, 2025
LOCATION: Kitchener, Ontario, CA

Event Description

Drag Lab (formerly Sasha's Drag Open Stage) is a premier performing-arts event in Kitchener. 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: performing-arts

Importance Rank: 39/100

Expected Attendance: 277 people

Event ID: FEo3MuZqCuY93pmd2z

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: 111 across all properties

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