

Essence of Niagara 2 - Diwali Mela

DATE: Sunday, October 12, 2025
LOCATION: Niagara Falls, Ontario, CA

Event Description

Essence of Niagara 2 - Diwali Mela is a premier festivals event in Niagara Falls. 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: festivals

Importance Rank: 37/100

Expected Attendance: 236 people

Event ID: H9KTDbdxYLw27f4cZi

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 94 across all properties

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