

Friends of Africa Marketplace & Job Fair (#FOA2025)

DATE: Friday, October 24, 2025
LOCATION: Toronto, Ontario, CA

Event Description

Friends of Africa Marketplace & Job Fair (#FOA2025) is a premier expos 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: expos
Importance Rank: 68/100
Expected Attendance: 7,640 people
Event ID: 5K7uJ5CTFfz92jk6r3

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 3,056 across all properties

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