

# Guest Talk: Prof. Holly Thorpe (University of Waikato, NZ)

DATE: Tuesday, October 21, 2025  
LOCATION: Toronto, Ontario, CA

## Event Description

Guest Talk: Prof. Holly Thorpe (University of Waikato, NZ) is a premier conferences 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:** conferences

**Importance Rank:** 29/100

**Expected Attendance:** 92 people

**Event ID:** Ft45P2nJsFic4Ti3HP

## Hotel Demand Indicators

**ADR Impact Index:** 4.0x 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:** 37 across all properties

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