

# Hobby Con Waterloo - Pokémon/TCG & Collectibles Show

DATE: Sunday, August 31, 2025  
LOCATION: Waterloo, Ontario, CA

---

## Event Description

Hobby Con Waterloo - Pokémon/TCG & Collectibles Show is a premier expos event in Waterloo. 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:** 60/100

**Expected Attendance:** 3,133 people

**Event ID:** 4eCtKZoMW9YWXj9ND7

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,253 across all properties

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