

# John Borra album release with Emily Triggs

DATE: Thursday, October 23, 2025  
LOCATION: Guelph, Ontario, CA

## Event Description

John Borra album release with Emily Triggs is a premier community event in Guelph. 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:** community

**Importance Rank:** 30/100

**Expected Attendance:** 100 people

**Event ID:** 7kio77UUXBiG8Fw2Rs

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 40 across all properties

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