

KWLT presents the 2025 Popcorn Plays Showcase

DATE: Friday, August 29, 2025
LOCATION: Waterloo, Ontario, CA

Event Description

KWLT presents the 2025 Popcorn Plays Showcase is a premier performing-arts 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: performing-arts
Importance Rank: 40/100
Expected Attendance: 314 people
Event ID: E7mBqw5vMV5T9ftSwf

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 126 across all properties

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