

# Lilith Fair: Building a Mystery

DATE: Saturday, September 13, 2025

LOCATION: Toronto, Ontario, CA

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## Event Description

Lilith Fair: Building a Mystery is a premier performing-arts 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:** performing-arts

**Importance Rank:** 55/100

**Expected Attendance:** 1,686 people

**Event ID:** EbH3WsAVzXbKGZs5dc

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 674 across all properties

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