

Mad Barn Big Ben International Challenge

DATE: Thursday, November 13, 2025

LOCATION: Toronto, Ontario, CA

Event Description

Mad Barn Big Ben International Challenge is a premier sports 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: sports

Importance Rank: 69/100

Expected Attendance: 9,250 people

Event ID: DFT5VQ8WZan6bAbeWw

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,700 across all properties

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