

# Marian Bradshaw Lecture: Modern Heritage with Michael McClelland

DATE: Saturday, September 27, 2025  
LOCATION: Toronto, Ontario, CA

## Event Description

Marian Bradshaw Lecture: Modern Heritage with Michael McClelland is a premier conferences 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:** conferences

**Importance Rank:** 26/100

**Expected Attendance:** 64 people

**Event ID:** 3nfe5YPn37rEG8hsMN

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 26 across all properties

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