

# Marshmello, bbno\$, and Don Diablo

DATE: Friday, September 12, 2025

LOCATION: London, Ontario, CA

## Event Description

Marshmello, bbno\$, and Don Diablo is a premier festivals event in London. 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:** festivals

**Importance Rank:** 49/100

**Expected Attendance:** 906 people

**Event ID:** Bsupq3767tchovoa52

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 362 across all properties

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