

# Metipso POP UP: Panel Discussion & Cello Performance

DATE: Saturday, August 30, 2025  
LOCATION: Toronto, Ontario, CA

---

## Event Description

Metipso POP UP: Panel Discussion & Cello Performance 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:** 28/100

**Expected Attendance:** 80 people

**Event ID:** HQJ2BAasdyM6LFd6xH

## Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 32 across all properties

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