

MILK MILK LEMONADE by Mallowmarsh

DATE: Saturday, September 27, 2025

LOCATION: Toronto, Ontario, CA

Event Description

MILK MILK LEMONADE by Mallowmarsh is a premier festivals 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: festivals

Importance Rank: 39/100

Expected Attendance: 274 people

Event ID: 7B2B6PMjN2dZGLmUCC

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 110 across all properties

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