

# Modest Mouse with Built To Spill

DATE: Monday, October 13, 2025

LOCATION: Toronto, Ontario, CA

---

## Event Description

Modest Mouse with Built To Spill is a premier concerts 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:** concerts

**Importance Rank:** 57/100

**Expected Attendance:** 2,301 people

**Event ID:** Hjn5iWSuF9Qty7oG76

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 920 across all properties

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