

Montreal Alouettes vs Toronto Argonauts

DATE: Friday, September 19, 2025

LOCATION: Toronto, Ontario, CA

Event Description

Montreal Alouettes vs Toronto Argonauts is a premier sports 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: sports

Importance Rank: 74/100

Expected Attendance: 16,733 people

Event ID: EPDayTTUHWYXq942S2

Hotel Demand Indicators

ADR Impact Index: 7.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,693 across all properties

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