

Multicultural Festival Durham

DATE: Saturday, August 16, 2025

LOCATION: Ajax, Ontario, CA

Event Description

Multicultural Festival Durham is a premier festivals event in Ajax. 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: 47/100

Expected Attendance: 730 people

Event ID: 56fNsZGDiDJbv2gUhm

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 292 across all properties

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