

New York Knicks vs Toronto Raptors

DATE: Wednesday, January 28, 2026

LOCATION: Toronto, Ontario, CA

Event Description

New York Knicks vs Toronto Raptors 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: 76/100

Expected Attendance: 19,800 people

Event ID: 8AV9xCugmmD3NyQJ3a

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,920 across all properties

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