

# PHANTOMFEST: Open Air - a 2-day music + art festival FREE RSVP

DATE: Saturday, August 23, 2025  
LOCATION: Toronto, Ontario, CA

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## Event Description

PHANTOMFEST: Open Air - a 2-day music + art festival FREE RSVP 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:** 48/100

**Expected Attendance:** 827 people

**Event ID:** ZH7Xis55PDtGU6LjHM

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x 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:** 331 across all properties

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

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