

Research Unplugged: Real Conversations; Real Impact

DATE: Thursday, December 11, 2025
LOCATION: Toronto, Ontario, CA

Event Description

Research Unplugged: Real Conversations; Real Impact is a premier expos 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: expos

Importance Rank: 45/100

Expected Attendance: 591 people

Event ID: CLbd85g3idKVAxxbr

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 236 across all properties

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

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Document generated on 6/4/2026, 4:11:16 AM