

Rock the Runway with Marshmello, BBNO\$, and more!

DATE: Saturday, September 13, 2025
LOCATION: London, Ontario, CA

Event Description

Rock the Runway with Marshmello, BBNO\$, and more! is a premier concerts event in London. 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: concerts

Importance Rank: 46/100

Expected Attendance: 648 people

Event ID: J7W9Qmn8HjWuW7HwWY

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 259 across all properties

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