

# Roofman (W/ Open Captions)

DATE: Sunday, September 7, 2025

LOCATION: Toronto, Ontario, CA

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## Event Description

Roofman (W/ Open Captions) is a premier performing-arts 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:** performing-arts

**Importance Rank:** 55/100

**Expected Attendance:** 1,687 people

**Event ID:** DZFx6JRJcxZHocMEGv

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 675 across all properties

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

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