

Sad Park, Hot Flash Heat Wave, and Mind's Eye

DATE: Friday, October 3, 2025
LOCATION: Toronto, Ontario, CA

Event Description

Sad Park, Hot Flash Heat Wave, and Mind's Eye is a premier concerts 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: concerts

Importance Rank: 43/100

Expected Attendance: 467 people

Event ID: VkmowmzPKhchqV8uRS

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 187 across all properties

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