

Sarah Millican at The Arena at TD Place

DATE: Saturday, September 27, 2025

LOCATION: Ottawa, Ontario, CA

Event Description

Sarah Millican at The Arena at TD Place is a premier concerts event in Ottawa. 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: 64/100

Expected Attendance: 5,193 people

Event ID: EiVKwbvLWYvmNs7LXA

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,077 across all properties

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

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