

# SB Fashion Week Toronto Runway Show & Pop Up

DATE: Saturday, August 23, 2025  
LOCATION: Toronto, Ontario, CA

## Event Description

SB Fashion Week Toronto Runway Show & Pop Up 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:** 31/100

**Expected Attendance:** 106 people

**Event ID:** 7g5KhLEeEydAuKSL3p

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 42 across all properties

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