

Steadfast - An evening of music with Max Davidson and Simon Ng

DATE: Saturday, August 30, 2025
LOCATION: Ajax, Ontario, CA

Event Description

Steadfast - An evening of music with Max Davidson and Simon Ng is a premier performing-arts event in Ajax. 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: 38/100
Expected Attendance: 262 people
Event ID: CPeezxDjkrUSt8RpL

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 105 across all properties

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