

The Bookworm's Back To School Market

DATE: Sunday, September 21, 2025

LOCATION: Toronto, Ontario, CA

Event Description

The Bookworm's Back To School Market 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: 61/100

Expected Attendance: 3,361 people

Event ID: 8NzKgT99r2Q4pcdGRg

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,344 across all properties

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