

# THE HAUNTING OF HILL HOUSE | Penny & Pound Theatre

DATE: Thursday, October 9, 2025  
LOCATION: Waterloo, Ontario, CA

## Event Description

THE HAUNTING OF HILL HOUSE | Penny & Pound Theatre is a premier performing-arts event in Waterloo. 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:** 33/100  
**Expected Attendance:** 141 people  
**Event ID:** EwxtYLBekQbBEP2MUw

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 56 across all properties

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