

# The Matcha Lounge | Popup & Workshops @ Waterworks

DATE: Sunday, October 26, 2025  
LOCATION: Toronto, Ontario, CA

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## Event Description

The Matcha Lounge | Popup & Workshops @ Waterworks 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:** 65/100

**Expected Attendance:** 5,533 people

**Event ID:** 7vkoidf4Wp5vGh4cU9

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,213 across all properties

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

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