

# "The R&B Jazz Songbook Concert" & Birthday Celebration Ft. Carlos Morgan

DATE: Tuesday, September 23, 2025  
LOCATION: Toronto, Ontario, CA

## Event Description

"The R&B Jazz Songbook Concert" & Birthday Celebration Ft. Carlos Morgan is a premier concert 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:** concerts

**Importance Rank:** 39/100

**Expected Attendance:** 293 people

**Event ID:** GDrJ4xa288RqP9LVKF

## Hotel Demand Indicators

**ADR Impact Index:** 4.8x 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:** 117 across all properties

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