

The Word On The Street's 36th Annual Festival

DATE: Saturday, September 27, 2025
LOCATION: Toronto, Ontario, CA

Event Description

The Word On The Street's 36th Annual Festival is a premier festivals 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: festivals

Importance Rank: 54/100

Expected Attendance: 1,659 people

Event ID: 7yxgaVqjNhikPNtQYv

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 664 across all properties

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