

# TMU Bold vs Laurier (Men's & Women's Basketball)

DATE: Wednesday, January 7, 2026  
LOCATION: Toronto, Ontario, CA

## Event Description

TMU Bold vs Laurier (Men's & Women's Basketball) is a premier sports 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:** sports

**Importance Rank:** 64/100

**Expected Attendance:** 5,257 people

**Event ID:** F3KAibMisN5ie2ws7Y

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,103 across all properties

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