

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

DATE: Wednesday, November 5, 2025  
LOCATION: Toronto, Ontario, CA

## Event Description

TMU Bold vs McMaster (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:** 63/100

**Expected Attendance:** 4,539 people

**Event ID:** BxG9Hm9k5fHj6mio8f

## 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:** 1,816 across all properties

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