

Toronto Argonauts vs BC Lions

DATE: Friday, September 26, 2025
LOCATION: Vancouver, British Columbia, CA

Event Description

Toronto Argonauts vs BC Lions is a premier sports event in Vancouver. 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: 76/100

Expected Attendance: 21,108 people

Event ID: 3xaRhxWG9MCkapfsQM

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,443 across all properties

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

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