

# Toronto Jazz Fest Presents A Holly Jolly Jill Barber Christmas

DATE: Thursday, November 27, 2025  
LOCATION: Toronto, Ontario, CA

## Event Description

Toronto Jazz Fest Presents A Holly Jolly Jill Barber Christmas 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:** 38/100

**Expected Attendance:** 248 people

**Event ID:** Fr5v2HEsQVny7ktVBm

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 99 across all properties

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