

# Victor Monsivais, Victor Monsivais, and John Farrell

DATE: Saturday, August 16, 2025  
LOCATION: Toronto, Ontario, CA

## Event Description

Victor Monsivais, Victor Monsivais, and John Farrell is a premier concerts 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:** concerts

**Importance Rank:** 31/100

**Expected Attendance:** 115 people

**Event ID:** HT4K37EvA8TEw4swYS

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 46 across all properties

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