

WILLOW WONDERLAND: HOLIDAY MARKET 3.0

DATE: Saturday, November 15, 2025
LOCATION: Whitchurch-Stouffville, Ontario, CA

Event Description

WILLOW WONDERLAND: HOLIDAY MARKET 3.0 is a premier festivals event in Whitchurch-Stouffville. 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: 47/100

Expected Attendance: 701 people

Event ID: Hv2nx3JRiKVNSceXfH

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 280 across all properties

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