

# Winter Nights, City Lights

DATE: Friday, November 14, 2025

LOCATION: Pickering, Ontario, CA

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## Event Description

Winter Nights, City Lights is a premier festivals event in Pickering. 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:** 42/100

**Expected Attendance:** 396 people

**Event ID:** 4EULKg9veLz6v2KAr3

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 158 across all properties

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

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<https://becircadian.com/events/winter-nights-city-lights>

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