World Toilet Day

DATE: Tuesday, November 18, 2025
LOCATION: US

Event Description

World Toilet Day is a premier observances event in the region. 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: observances
Importance Rank: 20/100
Expected Attendance: 10,000 people
Event ID: ArHmxfSnXVWW3UvsfE

Hotel Demand Indicators

ADR Impact Index: 3.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 4,000 across all properties

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