

# Avalancha - Rock en español - Día de Muertos - 9.<sup>a</sup> edición

DATE: Saturday, October 25, 2025

LOCATION: Montréal, Québec, CA

---

## Event Description

Avalancha - Rock en español - Día de Muertos - 9.<sup>a</sup> edición is a premier community event in Montréal. 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:** community

**Importance Rank:** 41/100

**Expected Attendance:** 352 people

**Event ID:** 7N5jMGCLtZBktkngf5

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 141 across all properties

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