

BEAUCE (STE-MARIE) : Spectacle: L'idée à 1 Million! [JF Latendresse]

DATE: Tuesday, October 7, 2025
LOCATION: Sainte-Marie, Québec, CA

Event Description

BEAUCE (STE-MARIE) : Spectacle: L'idée à 1 Million! [JF Latendresse] is a premier conferences event in Sainte-Marie. 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: conferences

Importance Rank: 27/100

Expected Attendance: 72 people

Event ID: 453Knn7gdgh5dexiMM

Hotel Demand Indicators

ADR Impact Index: 3.8x 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: 29 across all properties

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