

Biclo Sunday Roll

DATE: Sunday, September 28, 2025
LOCATION: Saint-Adolphe-d'Howard, Québec, CA

Event Description

Biclo Sunday Roll is a premier community event in Saint-Adolphe-d'Howard. 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: 30/100
Expected Attendance: 100 people
Event ID: 3XxTG8BQ4mNa8iL5zQ

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 40 across all properties

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