

Blues Crawl -Jacques Surette

DATE: Saturday, September 20, 2025
LOCATION: Pointe-du-Chêne, New Brunswick, CA

Event Description

Blues Crawl -Jacques Surette is a premier concerts event in Pointe-du-Chêne. 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: concerts

Importance Rank: 35/100

Expected Attendance: 169 people

Event ID: J88CVXdJ6kGqtuiPpw

Hotel Demand Indicators

ADR Impact Index: 4.5x 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: 68 across all properties

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