

Dany Laj et Les Looks + L'Orchestre Pointue

DATE: Friday, August 22, 2025
LOCATION: Ville-Marie, Québec, CA

Event Description

Dany Laj et Les Looks + L'Orchestre Pointue is a premier performing-arts event in Ville-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: performing-arts

Importance Rank: 36/100

Expected Attendance: 202 people

Event ID: CfqVg4ermHQ3a9s4Xm

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 81 across all properties

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