

Di NARO Fashion event POP-UP

DATE: Saturday, September 27, 2025

LOCATION: Montréal, Québec, CA

Event Description

Di NARO Fashion event POP-UP is a premier expos 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: expos

Importance Rank: 45/100

Expected Attendance: 584 people

Event ID: 7uwMggsn78c9ssgPzM

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 234 across all properties

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

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