

Diplo - International de montgolfières 16 août 2025

DATE: Saturday, August 16, 2025
LOCATION: Saint-Jean-sur-Richelieu, Québec, CA

Event Description

Diplo - International de montgolfières 16 août 2025 is a premier concerts event in Saint-Jean-sur-Richelieu. 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: 49/100
Expected Attendance: 869 people
Event ID: 6pbvwxChxD2iGTLBD

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 348 across all properties

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