

En Route 2025 - Trois-Rivières (Industriel)

DATE: Wednesday, September 3, 2025
LOCATION: Trois-Rivières, Québec, CA

Event Description

En Route 2025 - Trois-Rivières (Industriel) is a premier conferences event in Trois-Rivières. 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: conferences

Importance Rank: 35/100

Expected Attendance: 187 people

Event ID: 4VkJqsBrsuW5cwDmc2

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: 75 across all properties

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