

FouKi and Jay Scott

DATE: Friday, August 15, 2025
LOCATION: Saint-Zotique, Québec, CA

Event Description

FouKi and Jay Scott is a premier festivals event in Saint-Zotique. 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: festivals

Importance Rank: 56/100

Expected Attendance: 2,062 people

Event ID: GPB3XWTUdwqiGBLWfP

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 825 across all properties

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

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