

# Girth Control, Among Legends, and Express

DATE: Friday, August 22, 2025  
LOCATION: Montréal, Québec, CA

## Event Description

Girth Control, Among Legends, and Express is a premier concerts 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:** concerts

**Importance Rank:** 26/100

**Expected Attendance:** 63 people

**Event ID:** 9YZSUJDSm4s5movXnU

## Hotel Demand Indicators

**ADR Impact Index:** 3.7x 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:** 25 across all properties

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