

# Global Tarraxo Festival - Montreal 5th Edition

DATE: Friday, January 30, 2026  
LOCATION: Montréal, Québec, CA

## Event Description

Global Tarraxo Festival - Montreal 5th Edition is a premier festivals 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:** festivals

**Importance Rank:** 47/100

**Expected Attendance:** 679 people

**Event ID:** 3d6QRMQ7w3RUrFnJwC

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 272 across all properties

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