GoGo Penguin at MTELUS

DATE: Tuesday, October 14, 2025
LOCATION: Montréal, Québec, CA

Event Description

GoGo Penguin at MTELUS 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: 56/100
Expected Attendance: 1,995 people
Event ID: BKTtGsj89RRtAUJoXn

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: 798 across all properties

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