

# Gustaf, Shreez, and Roselle

DATE: Thursday, September 11, 2025

LOCATION: Québec, Quebec, CA

## Event Description

Gustaf, Shreez, and Roselle is a premier festivals event in Québec. 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:** 61/100

**Expected Attendance:** 3,368 people

**Event ID:** Am9ENmEYU9PfAPkntH

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,347 across all properties

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