

Jay Scott and Mike Clay

DATE: Saturday, January 31, 2026

LOCATION: Bromont, Québec, CA

Event Description

Jay Scott and Mike Clay is a premier concerts event in Bromont. 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: 46/100

Expected Attendance: 604 people

Event ID: 5uUDkuSRSF3hLbUBeP

Hotel Demand Indicators

ADR Impact Index: 5.4x 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: 242 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/jay-scott-and-mike-clay>

Document generated on 6/3/2026, 10:28:30 PM