

Jay Scott

DATE: Saturday, February 7, 2026
LOCATION: Sainte-Thérèse, Québec, CA

Event Description

Jay Scott is a premier concerts event in Sainte-Thérèse. 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: 33/100

Expected Attendance: 143 people

Event ID: 7aXdqvHogCR5WKYAbp

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 57 across all properties

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