

# Journée nationale Thermomix, rue des Roseaux, La Prairie

DATE: Saturday, September 13, 2025  
LOCATION: La Prairie, Québec, CA

## Event Description

Journée nationale Thermomix, rue des Roseaux, La Prairie is a premier expos event in La Prairie. 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:** expos

**Importance Rank:** 38/100

**Expected Attendance:** 264 people

**Event ID:** DRpSw2fH8TBqYBh7rK

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 106 across all properties

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