

Journée portes ouvertes

DATE: Saturday, September 20, 2025
LOCATION: Fredericton, New Brunswick, CA

Event Description

Journée portes ouvertes is a premier expos event in Fredericton. 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: 47/100

Expected Attendance: 674 people

Event ID: CNNy8rnSKHGmi7Y6VU

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 270 across all properties

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