

Journée Volcano

DATE: Sunday, August 24, 2025
LOCATION: Sainte-Béatrix, Québec, CA

Event Description

Journée Volcano is a premier festivals event in Sainte-Béatrix. 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: 48/100

Expected Attendance: 824 people

Event ID: DN6uADSCrYpKyuMqXH

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 330 across all properties

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