

# JULES | QUAI DES BRUMES

DATE: Wednesday, August 20, 2025

LOCATION: Montréal, Québec, CA

## Event Description

JULES | QUAI DES BRUMES is a premier performing-arts event in Montréal. 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:** performing-arts

**Importance Rank:** 31/100

**Expected Attendance:** 107 people

**Event ID:** CDwBfAX9f6hey8v5gu

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 43 across all properties

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

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<https://becircadian.com/events/jules-quai-des-brumes>

Document generated on 6/4/2026, 2:05:32 AM