

Kickoff - Andrée Laberge Team

DATE: Wednesday, January 7, 2026
LOCATION: Ville de Québec, Québec, CA

Event Description

Kickoff - Andrée Laberge Team is a premier expos event in Ville de Québec. 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: 49/100

Expected Attendance: 922 people

Event ID: FPVpvzKi36eqv4xjUR

Hotel Demand Indicators

ADR Impact Index: 5.7x 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: 369 across all properties

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