

# KJ Robinson Live in Montreal – October 10 & 11 at Estrella

DATE: Friday, October 10, 2025  
LOCATION: Montréal, Québec, CA

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## Event Description

KJ Robinson Live in Montreal – October 10 & 11 at Estrella is a premier concerts 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:** concerts  
**Importance Rank:** 52/100  
**Expected Attendance:** 1,253 people  
**Event ID:** 3Wh2uxU9s9DaRunbYP

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 501 across all properties

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

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