

Knock2

DATE: Sunday, August 24, 2025
LOCATION: Pointe-Calumet, Québec, CA

Event Description

Knock2 is a premier concerts event in Pointe-Calumet. 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: 57/100

Expected Attendance: 2,331 people

Event ID: FFB26gHUPjVYaAwdAV

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 932 across all properties

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