

LE BEAU WEEKEND x QUARTZ CO

DATE: Friday, September 19, 2025

LOCATION: Montréal, Québec, CA

Event Description

LE BEAU WEEKEND x QUARTZ CO is a premier festivals 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: festivals

Importance Rank: 58/100

Expected Attendance: 2,484 people

Event ID: AZJQv3oi5578ghysTD

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 994 across all properties

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