

Les hommes viennent de Mars, les femmes de Vénus

DATE: Wednesday, September 17, 2025
LOCATION: Petit-Rocher, Nouveau-Brunswick, CA

Event Description

Les hommes viennent de Mars, les femmes de Vénus is a premier performing-arts event in Petit-Rocher. 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: 29/100

Expected Attendance: 94 people

Event ID: 7z7G7tdCQhsvjiAgLW

Hotel Demand Indicators

ADR Impact Index: 4.0x 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: 38 across all properties

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