

Martha Wainwright

DATE: Saturday, October 4, 2025
LOCATION: Mont-Tremblant, Québec, CA

Event Description

Martha Wainwright is a premier concerts event in Mont-Tremblant. 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: 36/100
Expected Attendance: 195 people
Event ID: 9oNdp7xQ82f76AS7WR

Hotel Demand Indicators

ADR Impact Index: 4.6x 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: 78 across all properties

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