

# Massimadi 2025 - Soirée d'ouverture

DATE: Wednesday, October 22, 2025

LOCATION: Montréal, Québec, CA

## Event Description

Massimadi 2025 - Soirée d'ouverture 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:** 38/100

**Expected Attendance:** 243 people

**Event ID:** 35ZD3K9kTsKWP2NGab

## Hotel Demand Indicators

**ADR Impact Index:** 4.7x 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:** 97 across all properties

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