

Max Styler, DJ Seinfeld, COLE KNIGHT, and 2 others

DATE: Saturday, February 7, 2026
LOCATION: Montréal, Québec, CA

Event Description

Max Styler, DJ Seinfeld, COLE KNIGHT, and 2 others is a premier concerts 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: concerts

Importance Rank: 40/100

Expected Attendance: 321 people

Event ID: FieTtWDrFF4NQi2xKd

Hotel Demand Indicators

ADR Impact Index: 4.9x 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: 128 across all properties

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