

MIAM - Innover pour repenser la santé de nos aîné-es

DATE: Wednesday, September 24, 2025
LOCATION: Montréal, Québec, CA

Event Description

MIAM - Innover pour repenser la santé de nos aîné-es is a premier conferences 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: conferences

Importance Rank: 25/100

Expected Attendance: 57 people

Event ID: F7eiDK365xMWJR8zZb

Hotel Demand Indicators

ADR Impact Index: 3.6x 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: 23 across all properties

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