

# Mother of God Book Launch w/ Sara Peters and Nour Abi-Nakhoul

DATE: Friday, October 24, 2025  
LOCATION: Montréal, Québec, CA

---

## Event Description

Mother of God Book Launch w/ Sara Peters and Nour Abi-Nakhoul is a premier performing-arts 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:** performing-arts  
**Importance Rank:** 33/100  
**Expected Attendance:** 139 people  
**Event ID:** E5kLGCf6wAJyX2zUo4

## Hotel Demand Indicators

**ADR Impact Index:** 4.3x 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:** 56 across all properties

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

---