

Opportunity Bridal - Vente de robes de mariée - Trois-Rivières

DATE: Saturday, January 17, 2026
LOCATION: Trois-Rivières, Québec, CA

Event Description

Opportunity Bridal - Vente de robes de mariée - Trois-Rivières is a premier expos event in Trois-Rivières. 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: expos

Importance Rank: 37/100

Expected Attendance: 235 people

Event ID: FFD22jnBPyZ7S4hCup

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: 94 across all properties

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