

Passe-Partout at Theatre Lionel-Groulx

DATE: Sunday, September 28, 2025
LOCATION: Sainte-Thérèse, Québec, CA

Event Description

Passe-Partout at Theatre Lionel-Groulx is a premier performing-arts event in Sainte-Thérèse. 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: 38/100
Expected Attendance: 254 people
Event ID: H45USBjbqiSdvCFZs8

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: 102 across all properties

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

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