

# PLANTES ET MALADIES MÉTABOLIQUES

## - Pierre Haddad, PHD

DATE: Saturday, August 16, 2025  
LOCATION: Val-David, Québec, CA

### Event Description

PLANTES ET MALADIES MÉTABOLIQUES - Pierre Haddad, PHD is a premier conferences event in Val-David. 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:** 28/100

**Expected Attendance:** 78 people

**Event ID:** 8WUwq3h5Ta8noRpiQk

### Hotel Demand Indicators

**ADR Impact Index:** 3.9x 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:** 31 across all properties

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