

Pro-Am Sun Life

DATE: Thursday, August 14, 2025
LOCATION: Ville de Québec, Québec, CA

Event Description

Pro-Am Sun Life is a premier sports event in Ville de Québec. 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: sports

Importance Rank: 71/100

Expected Attendance: 11,320 people

Event ID: DrALdRc2z4PCPvnErx

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 4,528 across all properties

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