

RELOAD - DARK VIBES

DATE: Friday, August 22, 2025
LOCATION: Montréal, Québec, CA

Event Description

RELOAD - DARK VIBES 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: 38/100

Expected Attendance: 263 people

Event ID: 6TPvEPAdNX3d3bxBzs

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: 105 across all properties

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