

# Éric Lapointe - International de montgolfières 14 août 2025

DATE: Thursday, August 14, 2025  
LOCATION: Saint-Jean-sur-Richelieu, Québec, CA

## Event Description

Éric Lapointe - International de montgolfières 14 août 2025 is a premier concerts event in Saint-Jean-sur-Richelieu. 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:** concerts

**Importance Rank:** 43/100

**Expected Attendance:** 430 people

**Event ID:** EfsyNLFEMiYCE9jfuh

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 172 across all properties

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