

Ricky Gervais at Place Bell

DATE: Saturday, August 16, 2025

LOCATION: Laval, Quebec, CA

Event Description

Ricky Gervais at Place Bell is a premier concerts event in Laval. 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: 63/100

Expected Attendance: 4,409 people

Event ID: 3Rrq7JT3CoVyTE2u5g

Hotel Demand Indicators

ADR Impact Index: 6.9x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,764 across all properties

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