

# Roga Roga & Extra Musica

DATE: Friday, August 15, 2025  
LOCATION: Montréal, Québec, CA

## Event Description

Roga Roga & Extra Musica is a premier concerts 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:** concerts

**Importance Rank:** 51/100

**Expected Attendance:** 1,116 people

**Event ID:** NG9RoN5KpK4Q8QXA8C

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x 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:** 446 across all properties

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