

RUN IT BACK FRIDAY

DATE: Friday, August 29, 2025
LOCATION: Montréal, Québec, CA

Event Description

RUN IT BACK FRIDAY is a premier community 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: community

Importance Rank: 38/100

Expected Attendance: 250 people

Event ID: 8z7NAHY4ccGtEhA2n

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: 100 across all properties

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