

SAINT-AUGUSTIN - COMPLEXE SPORTIF

DATE: Thursday, September 25, 2025
LOCATION: Saint-Augustin-de-Desmaures, Québec, CA

Event Description

SAINT-AUGUSTIN - COMPLEXE SPORTIF is a premier expos event in Saint-Augustin-de-Desmaures. 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: expos

Importance Rank: 52/100

Expected Attendance: 1,196 people

Event ID: GbEmvAVPAjunu2YGhf

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 478 across all properties

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