

# Salon International du Café Africain (SICAF)

DATE: Saturday, November 15, 2025  
LOCATION: Montréal, Québec, CA

## Event Description

Salon International du Café Africain (SICAF) is a premier expos 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:** expos

**Importance Rank:** 49/100

**Expected Attendance:** 943 people

**Event ID:** 39gdoSNb9AsmU32dTM

## Hotel Demand Indicators

**ADR Impact Index:** 5.7x 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:** 377 across all properties

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