

SIT 2025 - Salon Industriel de Terrebonne

DATE: Wednesday, October 22, 2025

LOCATION: Terrebonne, Québec, CA

Event Description

SIT 2025 - Salon Industriel de Terrebonne is a premier expos event in Terrebonne. 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: 54/100

Expected Attendance: 1,533 people

Event ID: FGS8Lo4DYRuPzTcjh

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 613 across all properties

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