

# SUGAR SAMMY - MONTRÉAL - YOU'RE GONNA RIRE 2

DATE: Friday, September 26, 2025  
LOCATION: Montréal, Québec, CA

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## Event Description

SUGAR SAMMY - MONTRÉAL - YOU'RE GONNA RIRE 2 is a premier performing-arts 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:** performing-arts  
**Importance Rank:** 50/100  
**Expected Attendance:** 10,000 people  
**Event ID:** EFMj2MKocaPHzv65Y2

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 4,000 across all properties

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