

THE DAMN TRUTH

DATE: Saturday, September 27, 2025
LOCATION: Otterburn Park, Québec, CA

Event Description

THE DAMN TRUTH is a premier concerts event in Otterburn Park. 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: concerts

Importance Rank: 43/100

Expected Attendance: 427 people

Event ID: 52Rjp7qB9AKsaUFLCJ

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 171 across all properties

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