

The Man in Black

DATE: Wednesday, October 1, 2025
LOCATION: Saint-Jean-sur-Richelieu, Québec, CA

Event Description

The Man in Black is a premier concerts event in Saint-Jean-sur-Richelieu. 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: 49/100

Expected Attendance: 905 people

Event ID: 7Z88giVV7zj8Knx7PS

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: 362 across all properties

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