

Theresa Malenfant

DATE: Saturday, August 16, 2025
LOCATION: Pointe-du-Chêne, New Brunswick, CA

Event Description

Theresa Malenfant is a premier performing-arts event in Pointe-du-Chêne. 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: 31/100
Expected Attendance: 110 people
Event ID: DTm3NCsr3aAoX2U8d3

Hotel Demand Indicators

ADR Impact Index: 4.1x 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: 44 across all properties

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