

Trois-Rivieres Reggae Fest at Hippodrome 3R

DATE: Saturday, August 23, 2025
LOCATION: Trois-Rivières, Québec, CA

Event Description

Trois-Rivieres Reggae Fest at Hippodrome 3R is a premier festivals event in Trois-Rivières. 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: festivals

Importance Rank: 49/100

Expected Attendance: 924 people

Event ID: 5bGzrHAgf8AteVMina

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: 370 across all properties

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

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