

# Unis par la Musique

DATE: Sunday, September 21, 2025

LOCATION: Montréal, Québec, CA

## Event Description

Unis par la Musique is a premier concerts 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:** concerts

**Importance Rank:** 32/100

**Expected Attendance:** 131 people

**Event ID:** F2cddpHKAjmXLA6fH

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 52 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform

<https://becircadian.com/events/unis-par-la-musique>

Document generated on 6/4/2026, 3:35:08 AM