VIP Sherbrooke - Conférence de Marie-Francoise Dayan

DATE: Thursday, September 11, 2025
LOCATION: Sherbrooke, Québec, CA

Event Description

VIP Sherbrooke - Conférence de Marie-Francoise Dayan is a premier conferences event in Sherbrooke. 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: conferences
Importance Rank: 39/100
Expected Attendance: 279 people
Event ID: FxYzL5MaJCXKFvaeSM

Hotel Demand Indicators

ADR Impact Index: 4.8x 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: 112 across all properties

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