

AHL - Laval Rocket vs Abbotsford Canucks

DATE: Tuesday, January 20, 2026
LOCATION: Abbotsford, British Columbia, CA

Event Description

AHL - Laval Rocket vs Abbotsford Canucks is a premier sports event in Abbotsford. 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: sports

Importance Rank: 62/100

Expected Attendance: 3,926 people

Event ID: 9BpyYy6QSh4EVeXHkk

Hotel Demand Indicators

ADR Impact Index: 6.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,570 across all properties

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