

# AHL - Toronto Marlies vs Belleville Senators

DATE: Wednesday, December 3, 2025  
LOCATION: Belleville, Ontario, CA

## Event Description

AHL - Toronto Marlies vs Belleville Senators is a premier sports event in Belleville. 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:** 55/100

**Expected Attendance:** 1,876 people

**Event ID:** 5aHmbSZwEgJCY4djVx

## Hotel Demand Indicators

**ADR Impact Index:** 6.2x 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:** 750 across all properties

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