Baie-Comeau Drakkar at Saint John Sea Dogs

DATE: Sunday, February 1, 2026
LOCATION: Saint John, New Brunswick, CA

Event Description

Baie-Comeau Drakkar at Saint John Sea Dogs is a premier sports event in Saint John. 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: 64/100
Expected Attendance: 4,807 people
Event ID: CF697zhziKqTgaGMj5

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,923 across all properties

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