

# Brandon Wheat Kings vs Calgary Hitmen

DATE: Friday, December 19, 2025

LOCATION: Calgary, Alberta, CA

## Event Description

Brandon Wheat Kings vs Calgary Hitmen is a premier sports event in Calgary. 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:** 66/100

**Expected Attendance:** 6,287 people

**Event ID:** 6L443w9XkgACwBxkGx

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,515 across all properties

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