

# Brandon Wheat Kings vs Saskatoon Blades

DATE: Wednesday, January 14, 2026  
LOCATION: Saskatoon, Saskatchewan, CA

## Event Description

Brandon Wheat Kings vs Saskatoon Blades is a premier sports event in Saskatoon. 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:** 5,098 people

**Event ID:** Dyh2WDsSiiJNZAZGtG

## 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:** 2,039 across all properties

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