

# Calgary Flames vs Boston Bruins

DATE: Thursday, January 8, 2026  
LOCATION: Boston, Massachusetts, US

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## Event Description

Calgary Flames vs Boston Bruins is a premier sports event in Boston. 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:** 76/100

**Expected Attendance:** 18,844 people

**Event ID:** 8VNPzkdQZ5dGvBZL5H

## Hotel Demand Indicators

**ADR Impact Index:** 8.0x baseline (varies by property tier & location)

**Occupancy Impact:** +62 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 7,538 across all properties

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

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