

Carolina Hurricanes vs Ottawa Senators

DATE: Saturday, January 24, 2026

LOCATION: Ottawa, Ontario, CA

Event Description

Carolina Hurricanes vs Ottawa Senators is a premier sports event in Ottawa. 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: 75/100

Expected Attendance: 18,314 people

Event ID: B53BmYwpgE7jVZ5ECM

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,326 across all properties

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