

Detroit Red Wings vs Toronto Maple Leafs

DATE: Wednesday, January 21, 2026

LOCATION: Toronto, Ontario, CA

Event Description

Detroit Red Wings vs Toronto Maple Leafs is a premier sports event in Toronto. 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: 18,424 people

Event ID: BSDak9RrXEbcPY5APK

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: 7,370 across all properties

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