

ECHL - Adirondack Thunder vs Trois-Rivières Lions

DATE: Wednesday, January 28, 2026
LOCATION: Trois-Rivières, Québec, CA

Event Description

ECHL - Adirondack Thunder vs Trois-Rivières Lions is a premier sports event in Trois-Rivières. 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: 55/100

Expected Attendance: 1,876 people

Event ID: 57FXQgQp2HiAEVipdL

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 750 across all properties

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