

Edmundston Blizzard vs Summerside Western Capitals

DATE: Thursday, January 8, 2026
LOCATION: Summerside, Prince Edward Island, CA

Event Description

Edmundston Blizzard vs Summerside Western Capitals is a premier sports event in Summerside. 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: 4,976 people

Event ID: FaN9QtWVs2iqq7ySXR

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: 1,990 across all properties

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