

Montreal Canadiens vs Buffalo Sabres

DATE: Thursday, January 15, 2026

LOCATION: Buffalo, New York, US

Event Description

Montreal Canadiens vs Buffalo Sabres is a premier sports event in Buffalo. 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: 18,017 people

Event ID: 7ExqbnNW6tvLqofsg2

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: 7,207 across all properties

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