

NBA G-League - Wisconsin Herd vs Long Island Nets

DATE: Friday, January 9, 2026
LOCATION: Laval, Quebec, CA

Event Description

NBA G-League - Wisconsin Herd vs Long Island Nets is a premier sports event in Laval. 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: 70/100

Expected Attendance: 10,062 people

Event ID: 8MmBYpXeEjDQf32ocW

Hotel Demand Indicators

ADR Impact Index: 7.5x 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: 4,025 across all properties

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