

# Niagara IceDogs vs Brampton Steelheads

DATE: Saturday, September 13, 2025

LOCATION: Brampton, Ontario, CA

## Event Description

Niagara IceDogs vs Brampton Steelheads is a premier sports event in Brampton. 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:** 61/100

**Expected Attendance:** 3,471 people

**Event ID:** 8QMTT4T8Czy5KaNS7t

## Hotel Demand Indicators

**ADR Impact Index:** 6.7x 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:** 1,388 across all properties

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