

NLL UnBOXed Series: Calgary Roughnecks v Georgia Swarm

DATE: Friday, January 16, 2026
LOCATION: Edmonton, Alberta, CA

Event Description

NLL UnBOXed Series: Calgary Roughnecks v Georgia Swarm is a premier sports event in Edmonton. 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: 18,641 people

Event ID: C8cFKLaq9gECJa86Ti

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: 7,456 across all properties

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