

OHL - Flint Firebirds U20 vs Barrie Colts U20

DATE: Thursday, January 15, 2026
LOCATION: Barrie, Ontario, CA

Event Description

OHL - Flint Firebirds U20 vs Barrie Colts U20 is a premier sports event in Barrie. 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: 58/100

Expected Attendance: 2,552 people

Event ID: BJeYrjt8MBeuZJ5ktZ

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,021 across all properties

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