

# OHL - Flint Firebirds U20 vs North Bay Battalion U20

DATE: Sunday, January 18, 2026  
LOCATION: North Bay, Ontario, CA

## Event Description

OHL - Flint Firebirds U20 vs North Bay Battalion U20 is a premier sports event in North Bay. 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:** 3,373 people

**Event ID:** CQKfztSd3c9tup7dnK

## 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:** 1,349 across all properties

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