

# OHL - Flint Firebirds U20 vs Sault Ste. Marie U20

DATE: Friday, February 6, 2026  
LOCATION: Sault Ste. Marie, Ontario, CA

## Event Description

OHL - Flint Firebirds U20 vs Sault Ste. Marie U20 is a premier sports event in Sault Ste. Marie. 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:** 59/100

**Expected Attendance:** 2,840 people

**Event ID:** Cq72wzSKSyxqiovoGu

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,136 across all properties

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