

# OHL - Flint Firebirds U20 vs Windsor Spitfires U20

DATE: Friday, January 23, 2026  
LOCATION: Windsor, Ontario, CA

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## Event Description

OHL - Flint Firebirds U20 vs Windsor Spitfires U20 is a premier sports event in Windsor. 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:** 64/100

**Expected Attendance:** 5,129 people

**Event ID:** 5Q9QTAhBRwRUrX86Y4

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 2,052 across all properties

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