

# OHL - Hamilton Bulldogs U20 vs London Knights U20

DATE: Friday, January 9, 2026  
LOCATION: London, Ontario, CA

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## Event Description

OHL - Hamilton Bulldogs U20 vs London Knights U20 is a premier sports event in London. 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:** 4,829 people  
**Event ID:** HwuUjBmPwPCX2Cc3PU

## 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:** 1,932 across all properties

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