

OHL - Niagara IceDogs U20 vs Owen Sound Attack U20

DATE: Saturday, January 24, 2026
LOCATION: Owen Sound, Ontario, CA

Event Description

OHL - Niagara IceDogs U20 vs Owen Sound Attack U20 is a premier sports event in Owen Sound. 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: 2,456 people

Event ID: Es6okVvi2bhdF3kKiD

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: 982 across all properties

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