

OHL - Niagara IceDogs U20 vs Sault Ste. Marie U20

DATE: Saturday, January 10, 2026
LOCATION: Sault Ste. Marie, Ontario, CA

Event Description

OHL - Niagara IceDogs 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: 57/100

Expected Attendance: 2,235 people

Event ID: 5t4wj9Fn9o2h5b8da3

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 894 across all properties

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