

# OHL - Saginaw Spirit U20 vs Sault Ste. Marie U20

DATE: Wednesday, October 15, 2025  
LOCATION: Sault Ste. Marie, Ontario, CA

## Event Description

OHL - Saginaw Spirit 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:** 60/100

**Expected Attendance:** 3,062 people

**Event ID:** 4wpfziF5qYtNmdMTh

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,225 across all properties

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