

# OHL - Sault Ste. Marie U20 vs Flint Firebirds U20

DATE: Saturday, November 29, 2025  
LOCATION: Flint, Michigan, US

## Event Description

OHL - Sault Ste. Marie U20 vs Flint Firebirds U20 is a premier sports event in Flint. 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:** 3,095 people

**Event ID:** 3WurEGAyfR2FApu76T

## 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:** 1,238 across all properties

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