

OHL - Sault Ste. Marie U20 vs Sarnia Sting U20

DATE: Thursday, January 15, 2026
LOCATION: Sarnia, Ontario, CA

Event Description

OHL - Sault Ste. Marie U20 vs Sarnia Sting U20 is a premier sports event in Sarnia. 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: 62/100

Expected Attendance: 3,833 people

Event ID: 5iXEdASrS5rDYKJBbD

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,533 across all properties

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