

OHL - Steelheads U20 vs Guelph Storm U20

DATE: Friday, January 30, 2026
LOCATION: Guelph, Ontario, CA

Event Description

OHL - Steelheads U20 vs Guelph Storm U20 is a premier sports event in Guelph. 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: 63/100
Expected Attendance: 4,318 people
Event ID: BmwDjyzCjsmxBhxSKe

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,727 across all properties

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