

# OHL - Steelheads U20 vs Oshawa Generals U20

DATE: Sunday, January 18, 2026  
LOCATION: Oshawa, Ontario, CA

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## Event Description

OHL - Steelheads U20 vs Oshawa Generals U20 is a premier sports event in Oshawa. 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:** 65/100

**Expected Attendance:** 5,582 people

**Event ID:** FUjT2qk4ggiy5H9m7B

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,233 across all properties

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