

Pandas Volleyball New Years Classic - Day 1

DATE: Friday, January 2, 2026
LOCATION: Edmonton, Alberta, CA

Event Description

Pandas Volleyball New Years Classic - Day 1 is a premier sports event in Edmonton. 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: 57/100
Expected Attendance: 2,194 people
Event ID: DfTctLbjQrmRUZCBnU

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 878 across all properties

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