

Pictou County Weeks Crushers vs Chaleur Lightning

DATE: Saturday, December 13, 2025
LOCATION: Bathurst, New Brunswick, CA

Event Description

Pictou County Weeks Crushers vs Chaleur Lightning is a premier sports event in Bathurst. 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: 3,032 people

Event ID: CvfdTiisz6i7jZ8QAd

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: 1,213 across all properties

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