

Pittsburgh Penguins vs Calgary Flames

DATE: Wednesday, January 21, 2026

LOCATION: Calgary, Alberta, CA

Event Description

Pittsburgh Penguins vs Calgary Flames is a premier sports event in Calgary. 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: 75/100

Expected Attendance: 17,708 people

Event ID: 95cTL28ZAdqgs8v4BU

Hotel Demand Indicators

ADR Impact Index: 7.9x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,083 across all properties

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