

Pittsburgh Penguins vs Edmonton Oilers

DATE: Thursday, January 22, 2026
LOCATION: Edmonton, Alberta, CA

Event Description

Pittsburgh Penguins vs Edmonton Oilers 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: 75/100

Expected Attendance: 17,358 people

Event ID: 4vSY4TFj3vBxvU6AMh

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: 6,943 across all properties

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