

# PWHL - Minnesota Frost vs Montreal Victoire

DATE: Sunday, January 4, 2026  
LOCATION: Laval, Quebec, CA

## Event Description

PWHL - Minnesota Frost vs Montreal Victoire is a premier sports event in Laval. 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:** 68/100

**Expected Attendance:** 8,402 people

**Event ID:** Bcw7m3oQnQRrU7Czmm

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,361 across all properties

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