

PWHL Takeover Tour: Seattle Torrent vs Toronto Sceptres

DATE: Saturday, January 3, 2026
LOCATION: Hamilton, Ontario, CA

Event Description

PWHL Takeover Tour: Seattle Torrent vs Toronto Sceptres is a premier sports event in Hamilton. 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: 69/100

Expected Attendance: 8,962 people

Event ID: CsJP69fFkZq8aUGZPp

Hotel Demand Indicators

ADR Impact Index: 7.4x 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: 3,585 across all properties

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