

# PWHL - Vancouver vs Montreal Victoire

DATE: Sunday, January 11, 2026  
LOCATION: Ville de Québec, Québec, CA

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## Event Description

PWHL - Vancouver vs Montreal Victoire is a premier sports event in Ville de Québec. 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:** 71/100

**Expected Attendance:** 10,987 people

**Event ID:** FTUMuaSsJos9gGduPE

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x 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:** 4,395 across all properties

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