

# QMJHL - Baie-Comeau Drakkar U20 vs Cataractes U20

DATE: Saturday, February 7, 2026  
LOCATION: Shawinigan, Québec, CA

## Event Description

QMJHL - Baie-Comeau Drakkar U20 vs Cataractes U20 is a premier sports event in Shawinigan. 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:** 58/100

**Expected Attendance:** 2,437 people

**Event ID:** GmwQFUgRHEiviMuSir

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

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

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 975 across all properties

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