

# QMJHL - Baie-Comeau Drakkar U20 vs Saint John Sea Dogs U20

DATE: Sunday, February 1, 2026  
LOCATION: Fredericton, New Brunswick, CA

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## Event Description

QMJHL - Baie-Comeau Drakkar U20 vs Saint John Sea Dogs U20 is a premier sports event in Fredericton. 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:** 2,559 people  
**Event ID:** BfmA3WD939fwLzX7VJ

## 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:** 1,024 across all properties

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

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