

QMJHL - Blainville Armada U20 vs Sherbrooke Phoenix U20

DATE: Monday, December 29, 2025
LOCATION: Sherbrooke, Québec, CA

Event Description

QMJHL - Blainville Armada U20 vs Sherbrooke Phoenix U20 is a premier sports event in Sherbrooke. 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: 55/100

Expected Attendance: 1,725 people

Event ID: ApjhoRYwzYy8SjueXU

Hotel Demand Indicators

ADR Impact Index: 6.2x 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: 690 across all properties

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