

# QMJHL - Saguenéens U20 vs Sherbrooke Phoenix U20

DATE: Saturday, January 3, 2026  
LOCATION: Sherbrooke, Québec, CA

## Event Description

QMJHL - Saguenéens 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:** 54/100

**Expected Attendance:** 1,554 people

**Event ID:** 4imecQatYZXnJKuXYZ

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 622 across all properties

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