

# QMJHL - Sherbrooke Phoenix U20 vs Baie-Comeau Drakkar U20

DATE: Sunday, November 2, 2025  
LOCATION: Baie-Comeau, Québec, CA

## Event Description

QMJHL - Sherbrooke Phoenix U20 vs Baie-Comeau Drakkar U20 is a premier sports event in Baie-Comeau. 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:** 48/100

**Expected Attendance:** 792 people

**Event ID:** HwJvWz4qgsUydY3Xd8

## Hotel Demand Indicators

**ADR Impact Index:** 5.6x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 317 across all properties

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