

# QMJHL - Sherbrooke Phoenix U20 vs Cataractes U20

DATE: Friday, October 24, 2025  
LOCATION: Shawinigan, Québec, CA

## Event Description

QMJHL - Sherbrooke Phoenix 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:** 56/100

**Expected Attendance:** 2,105 people

**Event ID:** CtFbYg879JC7WbkeQ4

## Hotel Demand Indicators

**ADR Impact Index:** 6.3x 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:** 842 across all properties

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