

QMJHL - Sherbrooke Phoenix U20 vs Rouyn Huskies U20

DATE: Sunday, December 14, 2025
LOCATION: Rouyn-Noranda, Québec, CA

Event Description

QMJHL - Sherbrooke Phoenix U20 vs Rouyn Huskies U20 is a premier sports event in Rouyn-Noranda. 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: 1,595 people

Event ID: C2an8ga6mNBqqsc5w

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: 638 across all properties

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