

QMJHL - Sherbrooke Phoenix U20 vs Saint John Sea Dogs U20

DATE: Saturday, January 24, 2026
LOCATION: Saint John, New Brunswick, CA

Event Description

QMJHL - Sherbrooke Phoenix U20 vs Saint John Sea Dogs U20 is a premier sports event in Saint John. 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: 63/100

Expected Attendance: 4,442 people

Event ID: 3e8RxaNvsUNcR3DDpg

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,777 across all properties

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