

# Regina Pats vs Calgary Hitmen

DATE: Saturday, January 24, 2026

LOCATION: Calgary, Alberta, CA

## Event Description

Regina Pats vs Calgary Hitmen is a premier sports event in Calgary. 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:** 70/100

**Expected Attendance:** 10,297 people

**Event ID:** GdUM3EWAEgnSB9JbW

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,119 across all properties

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