

# Scotties Tournament of Hearts 2026: Draw 12

DATE: Tuesday, January 27, 2026  
LOCATION: Mississauga, Ontario, CA

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## Event Description

Scotties Tournament of Hearts 2026: Draw 12 is a premier sports event in Mississauga. 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:** 64/100

**Expected Attendance:** 5,000 people

**Event ID:** HQf9R936YKkVSEM9DG

## 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:** 2,000 across all properties

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