

# Seattle Thunderbirds vs Calgary Hitmen

DATE: Saturday, January 10, 2026

LOCATION: Calgary, Alberta, CA

## Event Description

Seattle Thunderbirds 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:** 68/100

**Expected Attendance:** 7,820 people

**Event ID:** 89S9QkAepqgnbNkahf

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,128 across all properties

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