

# St. Louis Blues vs Winnipeg Jets

DATE: Tuesday, January 20, 2026  
LOCATION: Winnipeg, Manitoba, CA

## Event Description

St. Louis Blues vs Winnipeg Jets is a premier sports event in Winnipeg. 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:** 73/100

**Expected Attendance:** 13,600 people

**Event ID:** 66DpKrNGFAQY7s6ZTk

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x 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:** 5,440 across all properties

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