

# TMU Bold vs Toronto (Women's Hockey)

DATE: Saturday, January 17, 2026

LOCATION: Toronto, Ontario, CA

## Event Description

TMU Bold vs Toronto (Women's Hockey) is a premier sports event in Toronto. 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:** 65/100

**Expected Attendance:** 5,723 people

**Event ID:** FuRHN6XnmJHnp4BNTU

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,289 across all properties

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