

UBC Thunderbirds vs University of Alberta Golden Bears Mens Hockey

DATE: Saturday, February 7, 2026
LOCATION: Edmonton, Alberta, CA

Event Description

UBC Thunderbirds vs University of Alberta Golden Bears Mens Hockey is a premier sports event in Edmonton. 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: 54/100

Expected Attendance: 1,524 people

Event ID: C2uvVBQ6Ew2WMBWbQM

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 610 across all properties

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