

WHL - Brandon Wheat Kings U20 vs Saskatoon Blades U20

DATE: Wednesday, January 14, 2026
LOCATION: Chelyabinsk, Chelyabinskaya oblast', RU

Event Description

WHL - Brandon Wheat Kings U20 vs Saskatoon Blades U20 is a premier sports event in Chelyabinsk. 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: 50/100

Expected Attendance: 1,010 people

Event ID: GWyF4BcdinbeSfUPDp

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 404 across all properties

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