

WHL - Calgary Hitmen U20 vs Kelowna Rockets U20

DATE: Friday, January 16, 2026
LOCATION: Kelowna, British Columbia, CA

Event Description

WHL - Calgary Hitmen U20 vs Kelowna Rockets U20 is a premier sports event in Kelowna. 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: 62/100

Expected Attendance: 4,177 people

Event ID: DUUuLNP3VgPknjRs8T

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,671 across all properties

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