

WHL - Calgary Hitmen U20 vs Penticton Vees U20

DATE: Saturday, January 17, 2026
LOCATION: Penticton, British Columbia, CA

Event Description

WHL - Calgary Hitmen U20 vs Penticton Vees U20 is a premier sports event in Penticton. 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: 61/100

Expected Attendance: 3,425 people

Event ID: GxzpKZWdMz7ZRMG26D

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,370 across all properties

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