

WHL - Calgary Hitmen U20 vs Raiders U20

DATE: Wednesday, February 4, 2026
LOCATION: Prince Albert, Saskatchewan, CA

Event Description

WHL - Calgary Hitmen U20 vs Raiders U20 is a premier sports event in Prince Albert. 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: 58/100

Expected Attendance: 2,587 people

Event ID: GqvC2icsvRrxdCjoMF

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 1,035 across all properties

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