

# WHL - Cougars U20 vs Kamloops Blazers U20

DATE: Saturday, January 31, 2026  
LOCATION: Kamloops, British Columbia, CA

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## Event Description

WHL - Cougars U20 vs Kamloops Blazers U20 is a premier sports event in Kamloops. 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:** 3,557 people  
**Event ID:** J52TAmdpHHudHaHMo9

## 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:** 1,423 across all properties

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

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