

WHL - Edmonton Oil Kings U20 vs Broncos U20

DATE: Wednesday, January 7, 2026
LOCATION: Swift Current, Saskatchewan, CA

Event Description

WHL - Edmonton Oil Kings U20 vs Broncos U20 is a premier sports event in Swift Current. 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: 57/100

Expected Attendance: 2,293 people

Event ID: DX9vJsWrYeJyzMXqTA

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 917 across all properties

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