

WHL - Hurricanes U20 vs Cougars U20

DATE: Friday, November 21, 2025
LOCATION: Prince George, British Columbia, CA

Event Description

WHL - Hurricanes U20 vs Cougars U20 is a premier sports event in Prince George. 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: 3,406 people

Event ID: Ab53gGg4uee4to4Djw

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: 1,362 across all properties

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