

WHL - Hurricanes U20 vs Red Deer Rebels U20

DATE: Saturday, January 17, 2026
LOCATION: Red Deer, Alberta, CA

Event Description

WHL - Hurricanes U20 vs Red Deer Rebels U20 is a premier sports event in Red Deer. 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: 62/100

Expected Attendance: 3,804 people

Event ID: FKvzdCbZEamKuQJDDDB

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,522 across all properties

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