

WHL - Kelowna Rockets U20 vs Cougars U20

DATE: Wednesday, October 8, 2025
LOCATION: Prince George, British Columbia, CA

Event Description

WHL - Kelowna Rockets 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: 58/100
Expected Attendance: 2,643 people
Event ID: 6qvRN9H7eToAuJq8bU

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: 1,057 across all properties

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