

# WHL - Medicine Hat Tigers U20 vs Raiders U20

DATE: Saturday, January 24, 2026  
LOCATION: Prince Albert, Saskatchewan, CA

## Event Description

WHL - Medicine Hat Tigers U20 vs Raiders U20 is a premier sports event in Prince Albert. 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:** 59/100

**Expected Attendance:** 2,716 people

**Event ID:** EUXkoquhPLXcK52SqU

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,086 across all properties

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