

WHL - Portland Winterhawks U20 vs Cougars U20

DATE: Friday, September 19, 2025
LOCATION: Prince George, British Columbia, CA

Event Description

WHL - Portland Winterhawks 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: 62/100

Expected Attendance: 3,852 people

Event ID: 4pRnbQ3tSiLFDnNMB8

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: 1,541 across all properties

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