

WHL - Red Deer Rebels U20 vs Kelowna Rockets U20

DATE: Tuesday, January 27, 2026
LOCATION: Kelowna, British Columbia, CA

Event Description

WHL - Red Deer Rebels U20 vs Kelowna Rockets U20 is a premier sports event in Kelowna. 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: 60/100
Expected Attendance: 3,148 people
Event ID: AZpSHBDziaWMv2oPoC

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,259 across all properties

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