

WHL - Seattle Thunderbirds U20 vs Medicine Hat Tigers U20

DATE: Friday, January 9, 2026
LOCATION: Medicine Hat, Alberta, CA

Event Description

WHL - Seattle Thunderbirds U20 vs Medicine Hat Tigers U20 is a premier sports event in Medicine Hat. 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: 63/100

Expected Attendance: 4,678 people

Event ID: CD4qibYh5M7aHk7u6U

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,871 across all properties

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