

WHL - Tri-City Americans U20 vs Kelowna Rockets U20

DATE: Wednesday, January 7, 2026
LOCATION: Kelowna, British Columbia, CA

Event Description

WHL - Tri-City Americans 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: 3,049 people
Event ID: GBddMNzipzmTSSEp97

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: 1,220 across all properties

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