

WHL - Victoria Royals U20 vs Moose Jaw Warriors U20

DATE: Friday, January 23, 2026
LOCATION: Moose Jaw, Saskatchewan, CA

Event Description

WHL - Victoria Royals U20 vs Moose Jaw Warriors U20 is a premier sports event in Moose Jaw. 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: 3,257 people

Event ID: 9UCgQQvYG2Tux974kD

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: 1,303 across all properties

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