

# Winnipeg Jets vs Toronto Maple Leafs

DATE: Thursday, January 1, 2026

LOCATION: Toronto, Ontario, CA

## Event Description

Winnipeg Jets vs Toronto Maple Leafs is a premier sports event in Toronto. 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:** 75/100

**Expected Attendance:** 18,446 people

**Event ID:** 5x33coxpwYFQtamZkD

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 7,378 across all properties

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