

World Junior A Challenge

DATE: Saturday, December 13, 2025
LOCATION: Trois-Rivières, Québec, CA

Event Description

World Junior A Challenge is a premier sports event in Trois-Rivières. 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: 58/100

Expected Attendance: 2,496 people

Event ID: 6aGqxBU7iHnVAU7iji

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 998 across all properties

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