

WWE Saturday Night's Main Event

DATE: Saturday, January 24, 2026

LOCATION: Montréal, Québec, CA

Event Description

WWE Saturday Night's Main Event is a premier sports event in Montréal. 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: 77/100

Expected Attendance: 21,288 people

Event ID: H5ZqTHMN6Qu5aAZV4o

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 8,515 across all properties

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