

# Yarmouth JR a Mariners vs Summerside Western Capitals

DATE: Saturday, January 31, 2026  
LOCATION: Summerside, Prince Edward Island, CA

## Event Description

Yarmouth JR a Mariners vs Summerside Western Capitals is a premier sports event in Summerside. 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:** 65/100  
**Expected Attendance:** 5,726 people  
**Event ID:** EKcZJPTnXoD3nLAJmh

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,290 across all properties

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