

Appalachian State Mountaineers vs James Madison Dukes

DATE: Saturday, November 15, 2025
LOCATION: Harrisonburg, Virginia, US

Event Description

Appalachian State Mountaineers vs James Madison Dukes is a premier sports event in Harrisonburg. 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: 76/100

Expected Attendance: 18,844 people

Event ID: 7beunRXLoeXgHEghtp

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: 7,538 across all properties

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