

# Arizona Wildcats vs Iowa State Cyclones Womens Basketball

DATE: Saturday, January 24, 2026  
LOCATION: Ames, Iowa, US

## Event Description

Arizona Wildcats vs Iowa State Cyclones Womens Basketball is a premier sports event in Ames. 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:** 69/100

**Expected Attendance:** 8,525 people

**Event ID:** Hdwhe5WbqG7YyesZao

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,410 across all properties

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