

# Ball State Cardinals vs Marquette Golden Eagles Womens Volleyball

DATE: Friday, September 12, 2025  
LOCATION: Milwaukee, Wisconsin, US

## Event Description

Ball State Cardinals vs Marquette Golden Eagles Womens Volleyball is a premier sports event in Milwaukee. 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:** 60/100

**Expected Attendance:** 3,262 people

**Event ID:** 49do6PpHkC6GvpwH68

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x 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:** 1,305 across all properties

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