

# Bellarmine Knights vs Eastern Kentucky Colonels Mens Basketball

DATE: Saturday, January 17, 2026  
LOCATION: Richmond, Kentucky, US

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## Event Description

Bellarmine Knights vs Eastern Kentucky Colonels Mens Basketball is a premier sports event in Richmond. 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:** 66/100  
**Expected Attendance:** 6,500 people  
**Event ID:** CNnu83vNXT6939qHxp

## Hotel Demand Indicators

**ADR Impact Index:** 7.1x 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:** 2,600 across all properties

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

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