

# Butler Bulldogs vs UConn Huskies Womens Basketball

DATE: Saturday, February 7, 2026  
LOCATION: Hartford, Connecticut, US

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## Event Description

Butler Bulldogs vs UConn Huskies Womens Basketball is a premier sports event in Hartford. 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:** 70/100

**Expected Attendance:** 9,446 people

**Event ID:** C6EFkqJXbiwmHjBrkB

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,778 across all properties

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