

California Golden Bears vs Miami Hurricanes Mens Basketball

DATE: Saturday, January 31, 2026
LOCATION: Coral Gables, Florida, US

Event Description

California Golden Bears vs Miami Hurricanes Mens Basketball is a premier sports event in Coral Gables. 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: 67/100

Expected Attendance: 7,204 people

Event ID: Du9kEEkQ4s3dQuML2R

Hotel Demand Indicators

ADR Impact Index: 7.2x 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: 2,882 across all properties

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