

Central Michigan Chippewas vs Marquette Golden Eagles Mens Basketball

DATE: Saturday, November 22, 2025
LOCATION: Milwaukee, Wisconsin, US

Event Description

Central Michigan Chippewas vs Marquette Golden Eagles Mens Basketball 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: 73/100

Expected Attendance: 14,682 people

Event ID: 47eum9yQzj8bgMyw3x

Hotel Demand Indicators

ADR Impact Index: 7.7x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 5,873 across all properties

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