

Colorado State Rams vs San Diego State Aztecs Mens Basketball

DATE: Wednesday, January 28, 2026
LOCATION: San Diego, California, US

Event Description

Colorado State Rams vs San Diego State Aztecs Mens Basketball is a premier sports event in San Diego. 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: 9,475 people

Event ID: 34thUbJswYY4wCsvpc

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: 3,790 across all properties

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