

# Creighton Bluejays vs Villanova Wildcats Mens Basketball

DATE: Wednesday, January 7, 2026  
LOCATION: Bryn Mawr, Pennsylvania, US

## Event Description

Creighton Bluejays vs Villanova Wildcats Mens Basketball is a premier sports event in Bryn Mawr. 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:** 9LbrfiNBK9zxkMQyAQ

## 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.*