

Florida Gators vs South Carolina Gamecocks Mens Basketball

DATE: Wednesday, January 28, 2026
LOCATION: Columbia, South Carolina, US

Event Description

Florida Gators vs South Carolina Gamecocks Mens Basketball is a premier sports event in Columbia. 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: 75/100
Expected Attendance: 18,171 people
Event ID: CGpBL6ww2wvvpusExE

Hotel Demand Indicators

ADR Impact Index: 7.9x 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: 7,268 across all properties

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