

# Georgia Tech Yellow Jackets vs SMU Mustangs Womens Basketball

DATE: Sunday, January 4, 2026  
LOCATION: Dallas, Texas, US

## Event Description

Georgia Tech Yellow Jackets vs SMU Mustangs Womens Basketball is a premier sports event in Dallas. 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:** 6,505 people

**Event ID:** 6xXsnHtgcwqmgIBTzH

## 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:** 2,602 across all properties

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