

Harlem Globetrotters Magic Pass Pre Show Event 5:30pm-6:00pm (Ticket to main event also required)

DATE: Monday, February 9, 2026
LOCATION: Salt Lake City, Utah, US

Event Description

Harlem Globetrotters Magic Pass Pre Show Event 5:30pm-6:00pm (Ticket to main event also required) is a premier sports event in Salt Lake City. 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: 71/100

Expected Attendance: 10,910 people

Event ID: ausqLWi72J8Dr4sHH

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: 25km from venue

Estimated Room Nights: 4,364 across all properties

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

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