

# Hofstra Pride vs Towson Tigers Womens Basketball

DATE: Friday, January 23, 2026  
LOCATION: Towson, Maryland, US

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## Event Description

Hofstra Pride vs Towson Tigers Womens Basketball is a premier sports event in Towson. 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:** 60/100  
**Expected Attendance:** 3,102 people  
**Event ID:** 9zmhA4nZsNj9hVDmtu

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 1,241 across all properties

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