

# Houston Cougars vs BYU Cougars Mens Basketball

DATE: Saturday, February 7, 2026  
LOCATION: Provo, Utah, US

## Event Description

Houston Cougars vs BYU Cougars Mens Basketball is a premier sports event in Provo. 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:** 74/100

**Expected Attendance:** 15,200 people

**Event ID:** GCJBPYKE2n8BZBoPAG

## Hotel Demand Indicators

**ADR Impact Index:** 7.8x 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:** 6,080 across all properties

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