

Illinois Fighting Illini vs Purdue Boilermakers Mens Basketball

DATE: Saturday, January 24, 2026
LOCATION: West Lafayette, Indiana, US

Event Description

Illinois Fighting Illini vs Purdue Boilermakers Mens Basketball is a premier sports event in West Lafayette. 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: 69/100

Expected Attendance: 8,493 people

Event ID: 7qNFC2EMKcGJv9iHsU

Hotel Demand Indicators

ADR Impact Index: 7.4x 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: 3,397 across all properties

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