

Iowa Hawkeyes at Purdue Boilermakers Mens Basketball

DATE: Wednesday, January 14, 2026
LOCATION: West Lafayette, Indiana, US

Event Description

Iowa Hawkeyes at Purdue Boilermakers Mens Basketball is a premier community 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: community
Importance Rank: 19/100
Expected Attendance: 29 people
Event ID: ACKFwsyxxX7riCXrjz

Hotel Demand Indicators

ADR Impact Index: 3.1x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 12 across all properties

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