

Iowa / Minnesota at Utah Utes Womens Gymnastics

DATE: Friday, January 2, 2026
LOCATION: Salt Lake City, Utah, US

Event Description

Iowa / Minnesota at Utah Utes Womens Gymnastics 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: 74/100
Expected Attendance: 15,000 people
Event ID: 39iawRSqvgYPHjZTga

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: 6,000 across all properties

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