

Kansas Jayhawks vs Iowa State Cyclones Womens Basketball

DATE: Sunday, December 21, 2025
LOCATION: Ames, Iowa, US

Event Description

Kansas Jayhawks vs Iowa State Cyclones Womens Basketball is a premier sports event in Ames. 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: 70/100

Expected Attendance: 9,463 people

Event ID: D3uSqTQhwYxa5cRk6Y

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,785 across all properties

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