

Kansas State Wildcats vs Oklahoma State Cowboys Mens Basketball

DATE: Saturday, January 17, 2026
LOCATION: Stillwater, Oklahoma, US

Event Description

Kansas State Wildcats vs Oklahoma State Cowboys Mens Basketball is a premier sports event in Stillwater. 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: 9,468 people

Event ID: 4sB4XmubaRs6hqSL9s

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: 3,787 across all properties

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