

LSU Tigers vs South Carolina Gamecocks Mens Basketball

DATE: Saturday, January 31, 2026
LOCATION: Columbia, South Carolina, US

Event Description

LSU Tigers vs South Carolina Gamecocks Mens Basketball is a premier sports event in Columbia. 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: 15,192 people

Event ID: HFmgQAkY4uwtjzc58z

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: 6,077 across all properties

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