

Madison Capitols at Cedar Rapids RoughRiders

DATE: Saturday, January 10, 2026
LOCATION: Cedar Rapids, Iowa, US

Event Description

Madison Capitols at Cedar Rapids RoughRiders is a premier sports event in Cedar Rapids. 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: 60/100

Expected Attendance: 2,991 people

Event ID: 3VeC3gzpbyNjXX4Hto

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,196 across all properties

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