

Michigan State Spartans vs Wisconsin Badgers Womens Basketball

DATE: Sunday, December 7, 2025
LOCATION: Madison, Wisconsin, US

Event Description

Michigan State Spartans vs Wisconsin Badgers Womens Basketball is a premier sports event in Madison. 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: 9,699 people

Event ID: Cfoyj7ZrD33uU2pNLV

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: 3,880 across all properties

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