

Milwaukee Panthers vs Wisconsin Badgers Mens Basketball

DATE: Tuesday, December 30, 2025
LOCATION: Madison, Wisconsin, US

Event Description

Milwaukee Panthers vs Wisconsin Badgers Mens 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: 10,409 people

Event ID: Diy4yyMUTcSam62C5j

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: 25km from venue

Estimated Room Nights: 4,164 across all properties

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