

Minnesota Golden Gophers vs Purdue Boilermakers Mens Basketball

DATE: Wednesday, December 10, 2025
LOCATION: West Lafayette, Indiana, US

Event Description

Minnesota Golden Gophers vs Purdue Boilermakers Mens Basketball is a premier sports event in West Lafayette. 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: 69/100

Expected Attendance: 8,576 people

Event ID: 46tzbuo7UFAFQ4u6fT

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,430 across all properties

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