

# NBA G-League - Austin Spurs vs Iowa Wolves

DATE: Tuesday, February 10, 2026  
LOCATION: Des Moines, Iowa, US

## Event Description

NBA G-League - Austin Spurs vs Iowa Wolves is a premier sports event in Des Moines. 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:** 75/100

**Expected Attendance:** 17,000 people

**Event ID:** 8roFuMDZrD5gBJeWWX

## Hotel Demand Indicators

**ADR Impact Index:** 7.9x 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:** 6,800 across all properties

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