

NBA G-League - Sioux Falls Skyforce vs Oklahoma City Blue

DATE: Tuesday, February 10, 2026
LOCATION: Oklahoma City, Oklahoma, US

Event Description

NBA G-League - Sioux Falls Skyforce vs Oklahoma City Blue is a premier sports event in Oklahoma City. 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: 18,203 people
Event ID: 8gLYfG8ePGoWyMsrCz

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: 7,281 across all properties

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