

NCAA Division I - George Washington vs Middle Tennessee

DATE: Monday, November 24, 2025
LOCATION: George Town, George Town, KY

Event Description

NCAA Division I - George Washington vs Middle Tennessee is a premier sports event in George Town. 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: 55/100
Expected Attendance: 1,704 people
Event ID: 7ovrLrVJrQzLFpuuoc

Hotel Demand Indicators

ADR Impact Index: 6.2x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 60 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 682 across all properties

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