

# NCAA Division I - George Washington vs Murray State

DATE: Tuesday, November 25, 2025  
LOCATION: George Town, George Town, KY

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## Event Description

NCAA Division I - George Washington vs Murray State 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:** 54/100

**Expected Attendance:** 1,653 people

**Event ID:** 3Ugg5sADGKPAjHYdRt

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 661 across all properties

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

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