

# NCAA Division I - Incarnate Word vs UT Rio Grande Valley

DATE: Monday, January 5, 2026  
LOCATION: Edinburg, Texas, US

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## Event Description

NCAA Division I - Incarnate Word vs UT Rio Grande Valley is a premier sports event in Edinburg. 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:** 58/100

**Expected Attendance:** 2,500 people

**Event ID:** 3G4Tma6BCZ85nRezZV

## Hotel Demand Indicators

**ADR Impact Index:** 6.4x 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:** 1,000 across all properties

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