

# NCAA Division I - Kansas vs Texas Tech

DATE: Monday, February 2, 2026

LOCATION: Lubbock, Texas, US

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## Event Description

NCAA Division I - Kansas vs Texas Tech is a premier sports event in Lubbock. 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:** 69/100

**Expected Attendance:** 9,182 people

**Event ID:** 6gUWR6sisq3YEUrjnP

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 3,673 across all properties

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