

NCAA Division I - LIU vs Fairleigh Dickinson

DATE: Saturday, January 17, 2026
LOCATION: Hackensack, New Jersey, US

Event Description

NCAA Division I - LIU vs Fairleigh Dickinson is a premier sports event in Hackensack. 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: 60/100

Expected Attendance: 3,003 people

Event ID: 4aihggPwD4JoLnUutS

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,201 across all properties

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