

NCAA Division I - Middle Tennessee vs Murray State

DATE: Sunday, November 23, 2025
LOCATION: George Town, George Town, KY

Event Description

NCAA Division I - Middle Tennessee 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: 55/100

Expected Attendance: 1,720 people

Event ID: 3iD6PRdnPf5Wqqfo37

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: 688 across all properties

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