

NCAA Division I - Murray State vs McNeese

DATE: Monday, November 24, 2025
LOCATION: George Town, George Town, KY

Event Description

NCAA Division I - Murray State vs McNeese 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: DZRioJ3BtzPdgvW8nh

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.