

NCAA Division I - Southeastern Louisiana vs UT Rio Grande Valley

DATE: Monday, January 19, 2026
LOCATION: Edinburg, Texas, US

Event Description

NCAA Division I - Southeastern Louisiana 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: 4C4FL6ZJEY5Bx57mHb

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.
