

# NCAA Division I - Towson vs James Madison

DATE: Tuesday, November 18, 2025  
LOCATION: Harrisonburg, Virginia, US

## Event Description

NCAA Division I - Towson vs James Madison is a premier sports event in Harrisonburg. 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:** 67/100

**Expected Attendance:** 7,355 people

**Event ID:** 4EiGUppYSFjxe4NJWq

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x 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:** 2,942 across all properties

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