

NCAA Division I - UMass Lowell River Hawks vs Minnesota State

DATE: Friday, January 2, 2026
LOCATION: Palm Desert, California, US

Event Description

NCAA Division I - UMass Lowell River Hawks vs Minnesota State is a premier sports event in Palm Desert. 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: 69/100

Expected Attendance: 8,431 people

Event ID: 43AxxkqGzVyR9NXVixi

Hotel Demand Indicators

ADR Impact Index: 7.4x 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: 3,372 across all properties

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