

# NCAA Division I - UT Martin vs Southern Indiana

DATE: Friday, January 9, 2026  
LOCATION: Göteborg, Västra Götalands län, SE

## Event Description

NCAA Division I - UT Martin vs Southern Indiana is a premier sports event in Göteborg. 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:** 45/100

**Expected Attendance:** 562 people

**Event ID:** 4stKT3cC6JmuXagwqF

## Hotel Demand Indicators

**ADR Impact Index:** 5.3x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 225 across all properties

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