

# NCAA Division I (W) - Charlotte vs George Washington

DATE: Saturday, November 29, 2025  
LOCATION: George Town, George Town, KY

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## Event Description

NCAA Division I (W) - Charlotte vs George Washington 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:** 52/100

**Expected Attendance:** 1,291 people

**Event ID:** Gn33CAGpgiKvNRNv56

## Hotel Demand Indicators

**ADR Impact Index:** 5.9x 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:** 516 across all properties

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

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