

NCAA Division I (W) - Eastern Michigan vs UMass

DATE: Wednesday, February 4, 2026
LOCATION: Amherst, Massachusetts, US

Event Description

NCAA Division I (W) - Eastern Michigan vs UMass is a premier sports event in Amherst. 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: 61/100

Expected Attendance: 3,362 people

Event ID: DYS9Y6nSWo2jG7BiwF

Hotel Demand Indicators

ADR Impact Index: 6.7x 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: 1,345 across all properties

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