

NCAA Division I (W) - Iowa State vs Marquette

DATE: Friday, November 28, 2025
LOCATION: Estero, Florida, US

Event Description

NCAA Division I (W) - Iowa State vs Marquette is a premier sports event in Estero. 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: 63/100

Expected Attendance: 4,248 people

Event ID: ftUTTrHtACos5TRK5d

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,699 across all properties

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