

# NCAA Division I (W) - Maryland vs Kentucky

DATE: Tuesday, November 25, 2025  
LOCATION: Carolina, Carolina, PR

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## Event Description

NCAA Division I (W) - Maryland vs Kentucky is a premier sports event in Carolina. 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:** 54/100

**Expected Attendance:** 1,565 people

**Event ID:** 6JY27SBvTCSkgXgLeg

## Hotel Demand Indicators

**ADR Impact Index:** 6.1x 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:** 626 across all properties

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