

NCAA Division I (W) - New Mexico Highlands vs New Mexico State

DATE: Tuesday, November 11, 2025
LOCATION: Las Cruces, New Mexico, US

Event Description

NCAA Division I (W) - New Mexico Highlands vs New Mexico State is a premier sports event in Las Cruces. 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: 65/100

Expected Attendance: 5,317 people

Event ID: 45qSDLky7L9EUaigko

Hotel Demand Indicators

ADR Impact Index: 7.0x 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: 2,127 across all properties

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