

NCAA Division I (W) - UT Martin vs North Alabama

DATE: Monday, November 3, 2025
LOCATION: Florence, AL, US

Event Description

NCAA Division I (W) - UT Martin vs North Alabama is a premier sports event in Florence, AL. 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: 58/100

Expected Attendance: 2,476 people

Event ID: 9F6WZcaDQiFk3TovXw

Hotel Demand Indicators

ADR Impact Index: 6.4x 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: 990 across all properties

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