

NCAA Division I (W) - Utah State vs Cal State Bakersfield

DATE: Tuesday, November 11, 2025
LOCATION: Bakersfield, California, US

Event Description

NCAA Division I (W) - Utah State vs Cal State Bakersfield is a premier sports event in Bakersfield. 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: 59/100

Expected Attendance: 2,904 people

Event ID: EN8HjDtdJPRIWBK76Z

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,162 across all properties

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