

Northern Colorado Bears vs South Dakota State Jackrabbits Wrestling

DATE: Sunday, February 1, 2026
LOCATION: Brookings, South Dakota, US

Event Description

Northern Colorado Bears vs South Dakota State Jackrabbits Wrestling is a premier sports event in Brookings. 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: 66/100

Expected Attendance: 6,500 people

Event ID: FF66HiT556eM7yEQCp

Hotel Demand Indicators

ADR Impact Index: 7.1x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,600 across all properties

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