

# Northern Illinois Huskies vs Purdue Fort Wayne Mastodons Womens Basketball

DATE: Sunday, December 14, 2025  
LOCATION: Fort Wayne, Indiana, US

## Event Description

Northern Illinois Huskies vs Purdue Fort Wayne Mastodons Womens Basketball is a premier sports event in Fort Wayne. 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:** 69/100

**Expected Attendance:** 8,534 people

**Event ID:** 9fZLXRvvgNcZUnXm49

## Hotel Demand Indicators

**ADR Impact Index:** 7.4x 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:** 3,414 across all properties

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