

Northern Iowa Panthers vs Murray State Racers Mens Basketball

DATE: Monday, February 9, 2026
LOCATION: Murray, Kentucky, US

Event Description

Northern Iowa Panthers vs Murray State Racers Mens Basketball is a premier sports event in Murray. 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: 68/100

Expected Attendance: 7,740 people

Event ID: CoKmqHqWk9aU8S5U6H

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,096 across all properties

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