

# Ohio Bobcats vs Ball State Cardinals

DATE: Saturday, October 4, 2025

LOCATION: Muncie, Indiana, US

## Event Description

Ohio Bobcats vs Ball State Cardinals is a premier sports event in Muncie. 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:** 8,427 people

**Event ID:** 9btndrkE5HoQLCXxvG

## 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:** 3,371 across all properties

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