

Oklahoma State Cowboys vs Iowa State Cyclones Mens Basketball

DATE: Saturday, January 10, 2026
LOCATION: Ames, Iowa, US

Event Description

Oklahoma State Cowboys vs Iowa State Cyclones Mens Basketball is a premier sports event in Ames. 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: 8,645 people

Event ID: 5A2NXdnXRvkRNtFak9

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: 3,458 across all properties

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