Providence Friars vs Villanova Wildcats Mens Basketball

DATE: Friday, January 30, 2026
LOCATION: Bryn Mawr, Pennsylvania, US

Event Description

Providence Friars vs Villanova Wildcats Mens Basketball is a premier sports event in Bryn Mawr. 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: FSDevf5QdjT98HWdaS

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.