

Rutgers Scarlet Knights vs Seton Hall Pirates Mens Basketball

DATE: Saturday, December 13, 2025
LOCATION: Newark, New Jersey, US

Event Description

Rutgers Scarlet Knights vs Seton Hall Pirates Mens Basketball is a premier sports event in Newark. 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: 74/100

Expected Attendance: 16,009 people

Event ID: HkfwNnmbZK5cn5XbMD

Hotel Demand Indicators

ADR Impact Index: 7.8x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 6,404 across all properties

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