

Sam Houston Bearkats vs New Mexico State Aggies

DATE: Thursday, October 2, 2025
LOCATION: Las Cruces, New Mexico, US

Event Description

Sam Houston Bearkats vs New Mexico State Aggies is a premier sports event in Las Cruces. 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: 9,089 people

Event ID: FkRf75SBqabn3ZXu6b

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: 3,636 across all properties

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