

# TCU Horned Frogs at BYU Cougars Womens Basketball

DATE: Wednesday, December 31, 2025  
LOCATION: Provo, Utah, US

## Event Description

TCU Horned Frogs at BYU Cougars Womens Basketball is a premier community event in Provo. 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:** community

**Importance Rank:** 30/100

**Expected Attendance:** 100 people

**Event ID:** DYCEzXBzMAh9Qj8qQR

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 40 across all properties

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