

# Toledo Rockets vs Ball State Cardinals Womens Basketball

DATE: Wednesday, January 7, 2026  
LOCATION: Muncie, Indiana, US

## Event Description

Toledo Rockets vs Ball State Cardinals Womens Basketball is a premier sports event in Muncie. 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:** 60/100

**Expected Attendance:** 3,074 people

**Event ID:** AHLgoMLjxNg6UXTn8U

## Hotel Demand Indicators

**ADR Impact Index:** 6.6x baseline (varies by property tier & location)

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

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 1,230 across all properties

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