

# Tulsa Golden Hurricane vs New Mexico State Aggies

DATE: Saturday, September 6, 2025  
LOCATION: Las Cruces, New Mexico, US

## Event Description

Tulsa Golden Hurricane 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:** 70/100

**Expected Attendance:** 10,240 people

**Event ID:** 8EUbRHGqtR8MVK8msK

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x 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:** 4,096 across all properties

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