

UCF Knights vs West Virginia Mountaineers Womens Basketball

DATE: Wednesday, February 11, 2026
LOCATION: Morgantown, West Virginia, US

Event Description

UCF Knights vs West Virginia Mountaineers Womens Basketball is a premier sports event in Morgantown. 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: 67/100

Expected Attendance: 6,870 people

Event ID: 42mP84fKccr4yiV3et

Hotel Demand Indicators

ADR Impact Index: 7.2x 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: 2,748 across all properties

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