

Utah Jazz vs Miami Heat

DATE: Monday, February 9, 2026

LOCATION: Miami, Florida, US

Event Description

Utah Jazz vs Miami Heat is a premier sports event in Miami. 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: 76/100

Expected Attendance: 19,600 people

Event ID: HEx9XUEMLhgWsQv3X7

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,840 across all properties

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