

Utah Utes Gymnastics vs Iowa State Cyclones Womens Gymnastics

DATE: Sunday, January 25, 2026
LOCATION: Ames, Iowa, US

Event Description

Utah Utes Gymnastics vs Iowa State Cyclones Womens Gymnastics is a premier sports event in Ames. 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: 73/100

Expected Attendance: 14,384 people

Event ID: CmKR9zdFBCFTvdEHwh

Hotel Demand Indicators

ADR Impact Index: 7.7x 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: 5,754 across all properties

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