

# Utah Utes vs Kansas Jayhawks Womens Basketball

DATE: Wednesday, January 7, 2026  
LOCATION: Lawrence, Kansas, US

## Event Description

Utah Utes vs Kansas Jayhawks Womens Basketball is a premier sports event in Lawrence. 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:** 68/100  
**Expected Attendance:** 7,577 people  
**Event ID:** Z7ULp7MGjMKhMhJZgT

## Hotel Demand Indicators

**ADR Impact Index:** 7.3x 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:** 3,031 across all properties

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