

UTEP Miners vs Middle Tennessee Blue Raiders Womens Basketball

DATE: Thursday, January 8, 2026
LOCATION: Murfreesboro, Tennessee, US

Event Description

UTEP Miners vs Middle Tennessee Blue Raiders Womens Basketball is a premier sports event in Murfreesboro. 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: 60/100

Expected Attendance: 3,074 people

Event ID: BoN2eTujxaZH52WrhL

Hotel Demand Indicators

ADR Impact Index: 6.6x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,230 across all properties

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