

Virginia Cavaliers vs Virginia Tech Hokies Mens Basketball

DATE: Wednesday, December 31, 2025
LOCATION: Blacksburg, Virginia, US

Event Description

Virginia Cavaliers vs Virginia Tech Hokies Mens Basketball is a premier sports event in Blacksburg. 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: 69/100

Expected Attendance: 8,606 people

Event ID: 9FGu8snnFoKK28C3uY

Hotel Demand Indicators

ADR Impact Index: 7.4x 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: 3,442 across all properties

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