

Western New Mexico Mustangs at New Mexico State Aggies Womens Basketball

DATE: Sunday, December 14, 2025
LOCATION: Las Cruces, New Mexico, US

Event Description

Western New Mexico Mustangs at New Mexico State Aggies Womens Basketball is a premier sports event in Las Cruces. 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: 8,487 people

Event ID: BieaM7wNwuxhgMik5R

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: 3,395 across all properties

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