

NCAA Division I Women's Basketball Championship Executive Summary

Dates

- March 23, 24, 25 and 26, 2029
- March 29, 30, 31 and April 1, 2030
- March 28, 29, 30 and 31, 2031

Since 2023 the regional rounds of the Division I Women's Basketball Championship have been held at two sites with eight teams competing at each site. Two pods are played at one regional site. The other two pods are played at the second regional site.

SAMPLE REGIONAL SCHEDULE	
Wednesday	Pod 1 - Designated Team Arrival Day
Thursday	Pod 1 - Practice/Media Day Pod 2 - Designated Team Arrival Day
Friday	Pod 2 - Practice/Media Day Pod 1 - Semifinal Games
Saturday	Pod 1 - Media Obligations Pod 2 - Semifinal Games Pod 1 - Practices
Sunday	Pod 2 - Media Obligations Pod 1 - Championship Game Pod 2 - Practices
Monday	Pod 2 - Championship Game

Facility Requirements

- In the configuration required for this Championship, the competition venue must have a saleable seating capacity of at least 10,000, though preference may be given to sites with a larger capacity.
- The facility should include a minimum of four team locker rooms of comparable size and quality and two locker rooms for officials, as well as an office space for the NCAA committee and staff.
- The competition venue shall be reserved for the exclusive use of the NCAA no later than 8 a.m. Monday, three days prior to the first practice day until 8 a.m. the day after the last regional final game concludes. No other activities unrelated to the championship may take place at the competition site during this time.
- The competition venue shall be fully set and prepared for the women's basketball championship by 3 p.m., Wednesday, the day prior to the first practice day.
- The interview room must accommodate a minimum of 60-70 people, seated theater style.
- The official scorer's table shall be 40-48 feet in length and should be an LED board.
- The facility must meet all broadcast specifications.





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Lodging and Meeting Room Requirements

- All hotels shall be in close proximity from the event venue.
- Separate hotels are needed for the headquarter block (NCAA, committee and officials) and participating teams.
- Team hotels must be of comparable quality and distance from the venue.
- See below for hotel room and meeting space needs. All meeting space needs to be accessible 24 hours.

Room Grid & Meeting Space (TEAM)

Block Type	Room Type	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Total
Per Team Hotel	Double/Doubles	43	43	43	43	43	43	43	301
	Kings	20	20	20	20	20	20	20	140
	Suites	2	2	2	2	2	2	2	14
	ROH	20	20	20	20	20	20	20	140
	TOTALS	85	85	85	85	85	85	85	595
Per Team: 43 DD, 20 Kings, 2 Suites, 20 ROH									

MEETING SPACE TEAM: 5 meeting rooms throughout the duration of the event

- 1 Meeting room 2,000+ sq ft
- 3 Meeting rooms 1,200+ sq ft
- 1 Meeting room (storage) 500+ sq ft

Room Grid & Meeting Space (HQ/Officials & Media)

Block Type	Room Type	Sat	Sun	Mon	Tues	Wed	Thu	Fri	Sat	Sun	Mon	Total
HQ/Officials & Media	Double/Doubles	2	2	2	2	2	2	2	2	2	2	20
	Kings	4	4	8	8	38	38	50	50	38	38	276
	Suites	2	2	2	2	8	8	8	8	8	8	56
	ROH Media	0	0	0	0	40	40	40	40	40	40	240
	TOTALS	8	8	12	12	88	88	100	100	88	88	592

MEETING SPACE HQ: 1 Meeting room to hold 20 people Thursday-Monday (Officials meeting)

Attendance History

- Attendance over the past three years at the regional rounds.

	2025	2024	2023
Sweet 16 Avg. (Fri/Sat)	10,472	13,065	11,379
Elite 8 Avg. (Sun/Mon)	10,717	12,832	9,939
Total (all days)	84,756	103,588	85,272





2025 DI W BASKETBALL CHAMPIONSHIP REGIONALS MARKETING RESEARCH SNAPSHOT

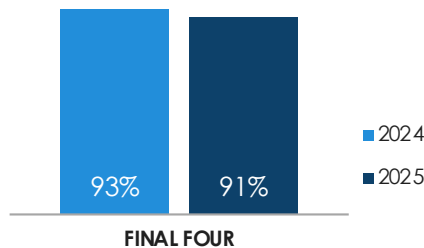


Background

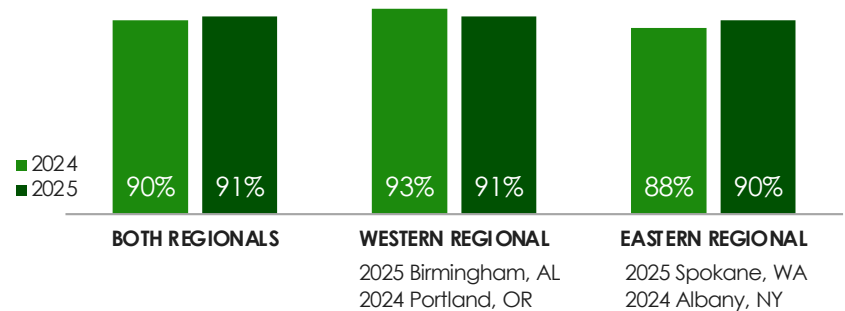
- 2025 DI Women's Basketball Championship Regionals [March 28- March 31, 2025]
- Regionals hosted: Legacy Arena in **Birmingham, AL**, Spokane Veterans Memorial Arena in **Spokane, WA**
- Respondents clicked a survey link in an email sent by NCAA to **ticket-buyer and attendee databases**
- 17,978** e-mail invites sent
- Surveys completed **970** (5%)
- Survey data for Regionals collected **April 1 - 21, 2025**

Attendee Experience

OVERALL ATTENDANCE EXPERIENCE FINAL FOUR ("4" or "5" on a 5-Point Scale)



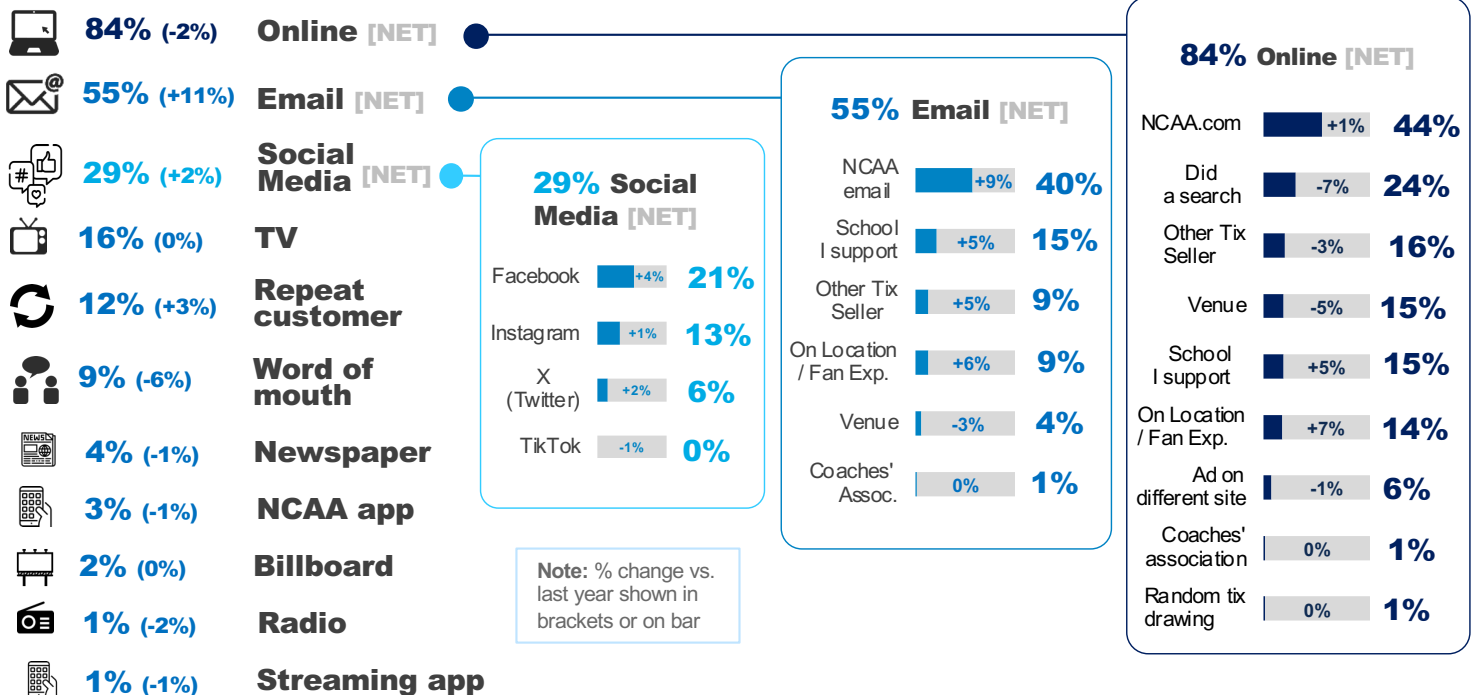
OVERALL ATTENDANCE EXPERIENCE REGIONALS ("4" or "5" on a 5-Point Scale)



Sources of Ticketing Awareness

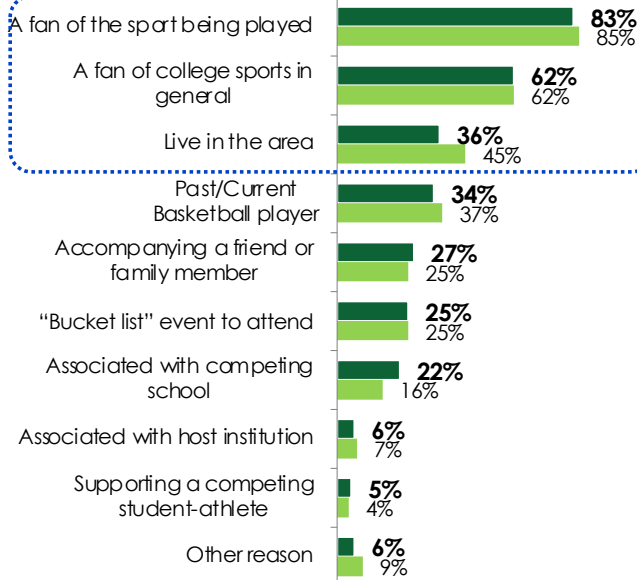
- NCAA remained the leading driver of ticket awareness across both online (NCAA.com – 44%) and email (40%) platforms, with "School Support" emerging as the second-most cited source in each channel.
- Nearly 3 in 10 learned about tickets through social media, led by Facebook (21%) and Instagram (13%).

TICKET SOURCE AWARENESS: REGIONALS

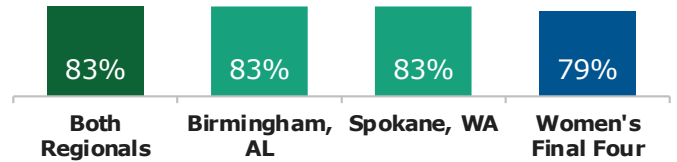


Attendance Drivers

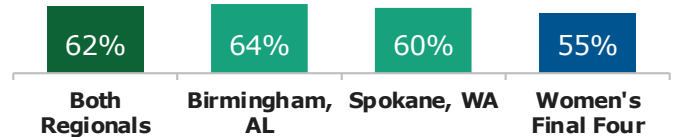
REASONS FOR ATTENDING WBB REGIONALS



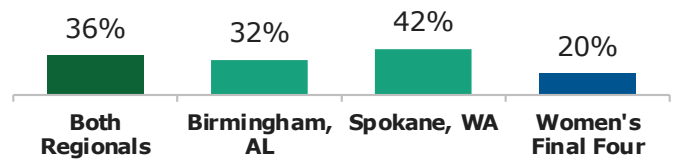
FAN OF BASKETBALL



FAN OF COLLEGE SPORTS IN GENERAL



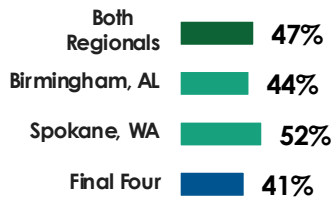
LIVE IN THE AREA



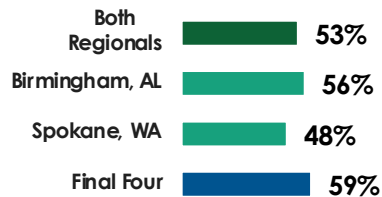
Ticket Purchase



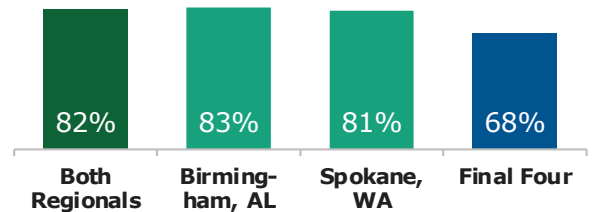
LATER: LESS THAN 2 WEEKS BEFORE



EARLIER: 15+ DAYS BEFORE

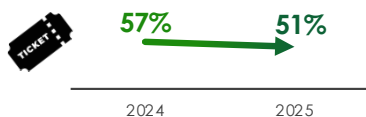


SATISFACTION WITH TICKET-BUYING PROCESS

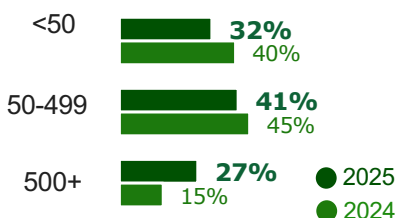


Attendee Demographics Regionals

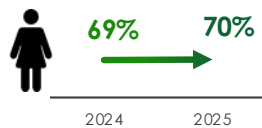
FIRST TIME ATTENDANCE



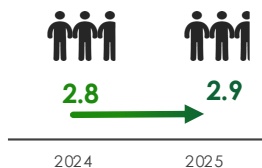
DISTANCE TRAVELED (MILES)



MAJORITY FEMALE

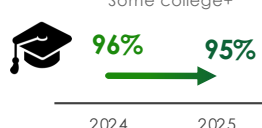


AVERAGE GROUP SIZE

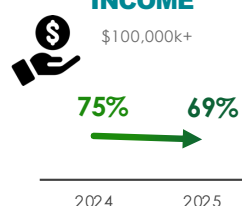


2025: 4% Attended Alone
2024: 11% Attended Alone

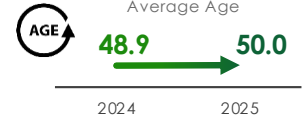
EDUCATION



HOUSEHOLD INCOME



AGE



2025 Age Breakdown

