

Back to School Event - Cricket Wireless

DATE: Sunday, August 17, 2025
LOCATION: Siler City, North Carolina, US

Event Description

Back to School Event - Cricket Wireless is a premier sports event in Siler City. 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: 30/100
Expected Attendance: 100 people
Event ID: DTT55Bgmi28p6jJUqN

Hotel Demand Indicators

ADR Impact Index: 4.1x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 40 across all properties

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