

Back to School Fair - Hope Church At Lee hall

DATE: Saturday, August 16, 2025
LOCATION: Newport News, Virginia, US

Event Description

Back to School Fair - Hope Church At Lee hall is a premier festivals event in Newport News. 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: festivals

Importance Rank: 48/100

Expected Attendance: 790 people

Event ID: FL3ujm8JzYc5os2YpF

Hotel Demand Indicators

ADR Impact Index: 5.6x 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: 316 across all properties

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