

# Brand The Yard | Yardfest College Tour: Winston-Salem State University

DATE: Wednesday, September 10, 2025  
LOCATION: Winston-Salem, North Carolina, US

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## Event Description

Brand The Yard | Yardfest College Tour: Winston-Salem State University is a premier expos event in Winston-Salem. 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:** expos  
**Importance Rank:** 50/100  
**Expected Attendance:** 1,032 people  
**Event ID:** BMUaV6pR2ygktchuXk

## Hotel Demand Indicators

**ADR Impact Index:** 5.8x baseline (varies by property tier & location)  
**Occupancy Impact:** +60 percentage points over baseline  
**Booking Lead Time:** Demand begins 60 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 413 across all properties

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

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