

Brookings School District - Thanksgiving Break

DATE: Tuesday, November 25, 2025
LOCATION: US

Event Description

Brookings School District - Thanksgiving Break is a premier school-holidays event in the region. 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: school-holidays
Importance Rank: 62/100
Expected Attendance: 4,011 people
Event ID: 592TxMea4evMkSndW5

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,604 across all properties

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