

# Countdown to Craziness

DATE: Friday, October 3, 2025  
LOCATION: Durham, North Carolina, US

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## Event Description

Countdown to Craziness is a premier sports event in Durham. 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:** 65/100

**Expected Attendance:** 5,409 people

**Event ID:** 3KPhvBJtM54h5d7sVx

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,164 across all properties

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

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