

# Dallas Open Qualifying Day 2

DATE: Sunday, February 8, 2026

LOCATION: Frisco, Texas, US

---

## Event Description

Dallas Open Qualifying Day 2 is a premier sports event in Frisco. 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:** 72/100

**Expected Attendance:** 12,000 people

**Event ID:** Gh4X2TsdDmqgm9jFEg

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 4,800 across all properties

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