

# DeSoto Independent School District - Mid Winter Break

DATE: Wednesday, February 11, 2026  
LOCATION: US

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## Event Description

DeSoto Independent School District - Mid Winter 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:** 72/100

**Expected Attendance:** 12,252 people

**Event ID:** 3Ep9Bg2yPTYadx3K7M

## 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:** 4,901 across all properties

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

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