

Easton Area School District - Mid Winter Break

DATE: Wednesday, February 11, 2026
LOCATION: US

Event Description

Easton Area 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: 70/100
Expected Attendance: 9,787 people
Event ID: 3HHFayKY08S6kpGmwo

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 3,915 across all properties

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