

ECHL - Reading Royals vs Greensboro Gargoyles

DATE: Friday, February 6, 2026
LOCATION: Greensboro, North Carolina, US

Event Description

ECHL - Reading Royals vs Greensboro Gargoyles is a premier sports event in Greensboro. 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: 69/100

Expected Attendance: 9,040 people

Event ID: 8TkQiZbrKtQ2wHRwCj

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,616 across all properties

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