

Hill Family Biking: T(w)een Ride to Ice Skating

DATE: Friday, January 30, 2026
LOCATION: Washington, District of Columbia, US

Event Description

Hill Family Biking: T(w)een Ride to Ice Skating is a premier community event in Washington. 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: community
Importance Rank: 19/100
Expected Attendance: 29 people
Event ID: EAxuVb9Kz9NdV8fBwf

Hotel Demand Indicators

ADR Impact Index: 3.1x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 12 across all properties

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