

Lynchburg Hillcats vs Hickory Crawdads

DATE: Tuesday, August 19, 2025
LOCATION: Hickory, North Carolina, US

Event Description

Lynchburg Hillcats vs Hickory Crawdads is a premier sports event in Hickory. 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: 57/100

Expected Attendance: 2,272 people

Event ID: 3KwyQDjAt7UKnBaDVq

Hotel Demand Indicators

ADR Impact Index: 6.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 909 across all properties

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