

Martins Mill Independent School District - Christmas Break

DATE: Thursday, December 11, 2025
LOCATION: US

Event Description

Martins Mill Independent School District - Christmas 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: 42/100
Expected Attendance: 393 people
Event ID: 9KDTtzHSnr7Gd3ZbHr

Hotel Demand Indicators

ADR Impact Index: 5.1x 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: 157 across all properties

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