

Mathis Independent School District - Mid Winter Break

DATE: Wednesday, January 28, 2026
LOCATION: US

Event Description

Mathis Independent 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: 54/100
Expected Attendance: 1,522 people
Event ID: 7HgaRDfMAfRoyroDnh

Hotel Demand Indicators

ADR Impact Index: 6.1x 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: 609 across all properties

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