

Middleton School District - Summer Break

DATE: Thursday, May 22, 2025

LOCATION: US

Event Description

Middleton School District - Summer 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: 64/100

Expected Attendance: 5,224 people

Event ID: BGywuA6EHSn3Upxyv6

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 2,090 across all properties

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