

Midland Public School District - Summer Break

DATE: Wednesday, May 21, 2025
LOCATION: US

Event Description

Midland Public 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: 47/100
Expected Attendance: 723 people
Event ID: 6hu9AKhSXnkZemmcZk

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 289 across all properties

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