

Morrison Community Unit School District 6 - Summer Break

DATE: Friday, May 23, 2025
LOCATION: US

Event Description

Morrison Community Unit School District 6 - 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: 50/100

Expected Attendance: 1,039 people

Event ID: FB3dZ4HQiJTTq3HbH2

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 416 across all properties

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