

NASCAR Daytona 500 Qualifying

DATE: Wednesday, February 11, 2026
LOCATION: Daytona Beach, Florida, US

Event Description

NASCAR Daytona 500 Qualifying is a premier sports event in Daytona Beach. 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: sports

Importance Rank: 90/100

Expected Attendance: 101,500 people

Event ID: 7qG7AgkDcsTtd2x6ds

Hotel Demand Indicators

ADR Impact Index: 9.2x baseline (varies by property tier & location)

Occupancy Impact: +68 percentage points over baseline

Booking Lead Time: Demand begins 180 days before event

Impact Radius: 60km from venue

Estimated Room Nights: 40,600 across all properties

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