

# Ningxia Hui Autonomous Region - Winter School Holidays

DATE: Friday, January 9, 2026  
LOCATION: Ningxia, CN

## Event Description

Ningxia Hui Autonomous Region - Winter School Holidays 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:** 90/100  
**Expected Attendance:** 10,000 people  
**Event ID:** FfhCt3WgUeCzYnVPX

## Hotel Demand Indicators

**ADR Impact Index:** 9.2x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 180 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 4,000 across all properties

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