

# Opelika City Schools - January Break

DATE: Friday, January 9, 2026

LOCATION: US

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## Event Description

Opelika City Schools - January 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:** 5,020 people

**Event ID:** FsRxTZdyCS4LeRA4fP

## 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:** 2,008 across all properties

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