

Pee Dee IceCats vs Twin City Thunderbirds

DATE: Saturday, November 22, 2025
LOCATION: Winston-Salem, North Carolina, US

Event Description

Pee Dee IceCats vs Twin City Thunderbirds is a premier sports event in Winston-Salem. 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: 60/100

Expected Attendance: 3,072 people

Event ID: 7ERMYikbxLz3a67U6i

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,229 across all properties

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