

Priddy Independent School District - January Break

DATE: Wednesday, January 14, 2026
LOCATION: US

Event Description

Priddy Independent School District - 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: 21/100

Expected Attendance: 34 people

Event ID: Exs2NS6aktz33Z7Z6X

Hotel Demand Indicators

ADR Impact Index: 3.3x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 30 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 14 across all properties

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

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Document generated on 6/4/2026, 7:48:23 AM