

# Red Cross Blood Drive at Mt Holly Baptist Church

DATE: Thursday, August 14, 2025  
LOCATION: Sumerduck, Virginia, US

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## Event Description

Red Cross Blood Drive at Mt Holly Baptist Church is a premier community event in Sumerduck. 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:** community

**Importance Rank:** 32/100

**Expected Attendance:** 126 people

**Event ID:** 6xdp6fvWPVcJcDrxVh

## Hotel Demand Indicators

**ADR Impact Index:** 4.2x 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:** 50 across all properties

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

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