

Ricardo Independent School District - Mid Winter Break

DATE: Tuesday, January 27, 2026
LOCATION: US

Event Description

Ricardo Independent School District - Mid Winter 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: 47/100

Expected Attendance: 721 people

Event ID: DBWk3eWdX5Vh2daXfV

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 288 across all properties

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