

# Rockbridge County Schools - Summer Break

DATE: Thursday, May 22, 2025  
LOCATION: US

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## Event Description

Rockbridge County Schools - Summer 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:** 60/100

**Expected Attendance:** 3,041 people

**Event ID:** 4AS6Y6f3AHBJKz4PdE

## 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:** 1,216 across all properties

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

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