

# SHERMAN - Level Up Their Tennis Game! | Ages 7–10

DATE: Wednesday, August 13, 2025  
LOCATION: Sherman, Texas, US

## Event Description

SHERMAN - Level Up Their Tennis Game! | Ages 7–10 is a premier community event in Sherman. 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:** 30/100

**Expected Attendance:** 102 people

**Event ID:** 3wz3q9fa25BzLemWwa

## Hotel Demand Indicators

**ADR Impact Index:** 4.1x 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:** 41 across all properties

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