

SINGO at Southland!

DATE: Wednesday, August 13, 2025
LOCATION: West Memphis, Arkansas, US

Event Description

SINGO at Southland! is a premier sports event in West Memphis. 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: sports
Importance Rank: 30/100
Expected Attendance: 100 people
Event ID: 7uCYDtDJ4ncn7bgMm5

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: 40 across all properties

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