

# Smyrna School District - Summer Break

DATE: Tuesday, June 10, 2025

LOCATION: US

---

## Event Description

Smyrna School District - 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:** 67/100

**Expected Attendance:** 7,083 people

**Event ID:** 44Zq8mxUoTUdrjQL6B

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 60 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 2,833 across all properties

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