

Tournament of Kings

DATE: Monday, February 9, 2026
LOCATION: Las Vegas, Nevada, US

Event Description

Tournament of Kings is a premier community event in Las Vegas. 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: 52/100

Expected Attendance: 1,333 people

Event ID: 7geeLGJJ42DXuEy9NT

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 533 across all properties

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