

# Wilson School District - Summer Break

DATE: Tuesday, June 3, 2025  
LOCATION: US

---

## Event Description

Wilson 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:** 6,757 people  
**Event ID:** 5z8yCBsNah638E7Zcc

## 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:** 2,703 across all properties

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

---