

Winston-Salem Open: Session 2 - Rd. 2 Qualifying Singles, Rd. 1 Singles

DATE: Sunday, August 17, 2025
LOCATION: Winston-Salem, North Carolina, US

Event Description

Winston-Salem Open: Session 2 - Rd. 2 Qualifying Singles, Rd. 1 Singles is a premier sports event in Winston-Salem. 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: 47/100
Expected Attendance: 718 people
Event ID: 7S8RivA7VkmyW2yfUV

Hotel Demand Indicators

ADR Impact Index: 5.5x 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: 287 across all properties

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