

Winston-Salem Open: Session 5 - Rd. 1 & 2 Singles, Rd. 1 Doubles

DATE: Monday, August 18, 2025
LOCATION: Winston-Salem, North Carolina, US

Event Description

Winston-Salem Open: Session 5 - Rd. 1 & 2 Singles, Rd. 1 Doubles 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: BrjE4xEx2G6hjc5DXv

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.
