

# Winston-Salem Open: Session 7 - Rd. 2 Singles, Rd. 2 Doubles

DATE: Tuesday, August 19, 2025  
LOCATION: Winston-Salem, North Carolina, US

---

## Event Description

Winston-Salem Open: Session 7 - Rd. 2 Singles, Rd. 2 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:** 6b4Xdu9oCUr64kUaxe

## 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.*

---