

Youth Basketball - 7th Annual YFB Hoopin For A Cause Showcase

DATE: Saturday, August 16, 2025
LOCATION: Harrisonburg, Virginia, US

Event Description

Youth Basketball - 7th Annual YFB Hoopin For A Cause Showcase is a premier sports event in Harrisonburg. 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: 51/100

Expected Attendance: 1,120 people

Event ID: D4DR4tV39vkEGVD5r9

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 448 across all properties

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