

Youth Basketball - BACK TO SCHOOL \$500 GIVEAWAY TOURNAMENT

DATE: Saturday, August 16, 2025
LOCATION: Farmers Branch, Texas, US

Event Description

Youth Basketball - BACK TO SCHOOL \$500 GIVEAWAY TOURNAMENT is a premier sports event in Farmers Branch. 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: 60/100

Expected Attendance: 3,045 people

Event ID: BRxVPG8zar9v5KS66K

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,218 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/youth-basketball-back-to-school-500-giveaway-tournament>

Document generated on 6/4/2026, 12:11:45 PM