

# Youth Basketball - Big Shots NEXT Myrtle Beach SLAM

DATE: Saturday, January 10, 2026  
LOCATION: Myrtle Beach, South Carolina, US

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## Event Description

Youth Basketball - Big Shots NEXT Myrtle Beach SLAM is a premier sports event in Myrtle Beach. 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:** 16/100

**Expected Attendance:** 21 people

**Event ID:** EDeKrQxAKDA8yApzvp

## Hotel Demand Indicators

**ADR Impact Index:** 2.9x 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:** 8 across all properties

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

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