

Youth Basketball - FAAST MLK Day Classic at Milford HS & Swish Zone - Michigan Middle School State Qualifier

DATE: Saturday, January 17, 2026
LOCATION: Highland Charter Township, Michigan, US

Event Description

Youth Basketball - FAAST MLK Day Classic at Milford HS & Swish Zone - Michigan Middle School State Qualifier is a premier sports event in Highland Charter Township. 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: 38/100

Expected Attendance: 240 people

Event ID: BNhk7dYm8hBnJgDdpk

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 96 across all properties

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