

Youth Basketball - FFAST New Year's Kickoff Classic at Howell & Swish Zone - Michigan Middle School State Qualifier

DATE: Saturday, January 3, 2026
LOCATION: Howell, Michigan, US

Event Description

Youth Basketball - FFAST New Year's Kickoff Classic at Howell & Swish Zone - Michigan Middle School State Qualifier is a premier sports event in Howell. 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: 3SEBrGB2V2TMeohDkR

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.