

Youth Basketball - FAAST Pop The Chains Jam at Parker MS & Swish - Michigan Middle School Qualifier - Chains for 1st!

DATE: Saturday, January 31, 2026
LOCATION: Howell, Michigan, US

Event Description

Youth Basketball - FAAST Pop The Chains Jam at Parker MS & Swish - Michigan Middle School Qualifier - Chains for 1st! 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: GtbosffgKpJTP8f4co

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.

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<https://becircadian.com/events/youth-basketball-faast-pop-the-chains-jam-at-parker-ms-swish-michigan-middle-school-qualifier-chains-for-1st>

Document generated on 6/4/2026, 1:04:23 PM