

Youth Basketball - FAAST Winter Challenge at Milford HS & Swish Zone - Michigan Middle School State Qualifier - Rings!

DATE: Saturday, January 10, 2026
LOCATION: Highland Charter Township, Michigan, US

Event Description

Youth Basketball - FAAST Winter Challenge at Milford HS & Swish Zone - Michigan Middle School State Qualifier - Rings! 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: BLuzxsp3eXRtm4Axrm

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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