

# Youth Basketball - FFAST WInter Challenge at Swish Zone - Michigan Middle School State Qualifier - SUNDAY

DATE: Sunday, December 7, 2025  
LOCATION: Whitmore Lake, Michigan, US

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## Event Description

Youth Basketball - FFAST WInter Challenge at Swish Zone - Michigan Middle School State Qualifier - SUNDAY is a premier sports event in Whitmore Lake. 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:** 41/100

**Expected Attendance:** 350 people

**Event ID:** 3pyJUJ9zjehM9mA9at

## Hotel Demand Indicators

**ADR Impact Index:** 5.0x 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:** 140 across all properties

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