

# Youth Basketball - FFAST Winter Thriller at Milford, Howell & Swish Zone - Michigan Middle School State Qualifier

DATE: Saturday, January 24, 2026  
LOCATION: Howell, Michigan, US

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## Event Description

Youth Basketball - FFAST Winter Thriller at Milford, 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:** GKYN2dev2BAAzeQnkp

## 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-winter-thriller-at-milford-howell-swish-zone-michigan-middle-school-state-qualifier>

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