

# Youth Basketball - FFAST's February Bash at Milford HS & Swish Zone - TWO DAY - State Qualifier!

DATE: Saturday, February 7, 2026  
LOCATION: Highland Charter Township, Michigan, US

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## Event Description

Youth Basketball - FFAST's February Bash at Milford HS & Swish Zone - TWO DAY - State Qualifier! 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:** GcUpKUKXmZ3HjaRRzs

## 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.*