

Youth Basketball - FFAST's Holiday Hoops Classic at Swish Zone - SUNDAY

DATE: Sunday, December 21, 2025
LOCATION: Whitmore Lake, Michigan, US

Event Description

Youth Basketball - FFAST's Holiday Hoops Classic at Swish Zone - 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: E2aK8AAeNKZKEfaip5

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.
