

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

DATE: Saturday, December 20, 2025
LOCATION: Whitmore Lake, Michigan, US

Event Description

Youth Basketball - FFAST's Holiday Hoops Classic at Swish Zone 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: 8unTcY7NaHGjmHYqPQ

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.
