

Youth Basketball - G365 The Monster Ball

DATE: Saturday, October 25, 2025

LOCATION: Fort Worth, Texas, US

Event Description

Youth Basketball - G365 The Monster Ball is a premier sports event in Fort Worth. 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: 50/100

Expected Attendance: 945 people

Event ID: 5aPa9gapif93JWT6go

Hotel Demand Indicators

ADR Impact Index: 5.8x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 378 across all properties

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