

# Youth Basketball - Legacy Saturday Shootout - January 3rd

DATE: Saturday, January 3, 2026  
LOCATION: Brighton, Michigan, US

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## Event Description

Youth Basketball - Legacy Saturday Shootout - January 3rd is a premier sports event in Brighton. 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:** 42/100

**Expected Attendance:** 420 people

**Event ID:** 9bg8eJPKLrAgVfVr3o

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 168 across all properties

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

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