

Youth Basketball - S.A.B.A. ALL-AMERICAN TOURNAMENT/ALL STAR WEEKEND PT 2

DATE: Saturday, August 16, 2025
LOCATION: West Columbia, South Carolina, US

Event Description

Youth Basketball - S.A.B.A. ALL-AMERICAN TOURNAMENT/ALL STAR WEEKEND PT 2 is a premier sports event in West Columbia. 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: 45/100

Expected Attendance: 560 people

Event ID: 7HZdFUPE9k344i3CNv

Hotel Demand Indicators

ADR Impact Index: 5.3x 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: 224 across all properties

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