

# Youth Basketball - Summertime Madness #2

DATE: Friday, August 15, 2025  
LOCATION: Nampa, Idaho, US

---

## Event Description

Youth Basketball - Summertime Madness #2 is a premier sports event in Nampa. 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:** 44/100  
**Expected Attendance:** 490 people  
**Event ID:** 4feD8yrchrBjiFJMkU

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 196 across all properties

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

---