

# Youth Basketball - VICTORY SPORTS 1ST ANNUAL MLK TOURNEY OF CHAMPIONS

DATE: Saturday, January 24, 2026  
LOCATION: Katy, Texas, US

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## Event Description

Youth Basketball - VICTORY SPORTS 1ST ANNUAL MLK TOURNEY OF CHAMPIONS is a premier sports event in Katy. 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:** 15/100

**Expected Attendance:** 18 people

**Event ID:** 9wNyqxjuVrRkrSV4bN

## Hotel Demand Indicators

**ADR Impact Index:** 2.8x 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:** 7 across all properties

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

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