

12-Month Event-Driven Pricing Calendar — 2026

Whispering Pines Lodge · Strategic pricing windows · HostFiler.com

JANUARY

M	T	W	T	F	S	S
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

EVENTS

- 1: New Year's Day
- 1-3: New Year's Long Weekend
- 7-11: CES (Consumer Electronics Show)
- 19: MLK Day

FEBRUARY

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	1
2	3	4	5	6	7	8

EVENTS

- 8: Super Bowl
- 14: Valentine's Day
- 16: Presidents' Day

MARCH

M	T	W	T	F	S	S
23	24	25	26	27	28	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31	1	2	3	4	5

EVENTS

- 4-5: Mardi Gras
- 7-16: SXSW
- 8-12: Spring Break
- Mar 15-Apr 7: NCAA March Madness
- 17: St. Patrick's Day

APRIL

M	T	W	T	F	S	S
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10

EVENTS

- Mar 15-Apr 7: NCAA March Madness
- 11-13: Coachella (Weekend 1)
- 18-20: Coachella (Weekend 2)
- 18-20: Easter Weekend

MAY

M	T	W	T	F	S	S
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE

M	T	W	T	F	S	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	1	2	3	4	5

JULY

M	T	W	T	F	S	S
29	30	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

AUGUST

M	T	W	T	F	S	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

29	30	31	1	2	3	4	5	6	7
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EVENTS

- **May 1-Jun 15:** Graduation Season
- **10:** Mother's Day
- **25:** Memorial Day Weekend

29	30	1	2	3	4	5	6	7	8	9	10	11	12
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EVENTS

- **May 1-Jun 15:** Graduation Season
- **5-22:** NBA Finals
- **Jun 15-Aug 20:** Summer Peak Season
- **19:** Juneteenth
- **21:** Father's Day

27	28	29	30	31	1	2	3	4	5	6	7	8	9
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EVENTS

- **Jun 15-Aug 20:** Summer Peak Season
- **4:** Independence Day
- **Jul 31-Aug 3:** Lollapalooza

27	28	29	30	31	1	2	3	4	5	6
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EVENTS

- **Jun 15-Aug 20:** Summer Peak Season
- **Jul 31-Aug 3:** Lollapalooza
- **Aug 15-Sep 5:** College Move-In
- **Aug 24-Sep 1:** Burning Man
- **Aug 25-Sep 7:** US Open Tennis

SEPTEMBER

M	T	W	T	F	S	S
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	1	2	3	4
5	6	7	8	9	10	11

EVENTS

- **Aug 15-Sep 5:** College Move-In
- **Aug 24-Sep 1:** Burning Man
- **Aug 25-Sep 7:** US Open Tennis
- **4:** NFL Season Start
- **7:** Labor Day Weekend

OCTOBER

M	T	W	T	F	S	S
28	29	30	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	1
2	3	4	5	6	7	8

EVENTS

- **12:** Columbus Day / Indigenous Peoples' Day
- **Oct 25-Nov 5:** MLB World Series
- **31:** Halloween

NOVEMBER

M	T	W	T	F	S	S
26	27	28	29	30	31	1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	1	2	3	4	5	6

EVENTS

- **Oct 25-Nov 5:** MLB World Series
- **11:** Veterans Day
- **26-30:** Thanksgiving Week

DECEMBER

M	T	W	T	F	S	S
30	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3
4	5	6	7	8	9	10

EVENTS

- **22-26:** Christmas Week
- **Dec 28-Jan 20:** College Football Bowl Season
- **31:** New Year's Eve

 Holidays

 Conferences

 Sports

 Cultural Events

 Academic Seasons

 Music / Festivals

Event Pricing Strategy & Operational Checklist

Whispering Pines Lodge · Strategic guidelines & checklist

THE 4-PHASE PRICING ESCALATION LADDER

PHASE 1 · 90+ Days Out

- Set base price above historic median
- Enforce 4-7 night minimum stays
- No dynamic pricing overrides — let the algorithm run

Goal: Lock in premium blocks early

PHASE 2 · 30-90 Days Out

- Monitor hyper-local market inventory
- Remove manual overrides; adjust to 3-4 nights minimum
- Watch competitor pricing weekly

Goal: Maximize length of stay

PHASE 3 · 7-30 Days Out

- Let dynamic pricing run without override
- Drop min-stay to 2 nights (fill orphan gaps)
- Watch and react to competitor calendar gaps

Goal: Full calendar. Zero gaps.

PHASE 4 · 0-7 Days Out

- Daily-stepped last-minute discounts
- Allow 1-night stays for remaining gaps
- Monitor same-day / tomorrow bookings

Goal: Revenue over vacancy. Always.

✓ 6-Week Pre-Event Pricing Checklist

- Turn off all manual price overrides in PriceLabs / Wheelhouse / DPGO
- Update base price to 130% of your 90-day historic median
- Block unavailable nights at least 6 weeks before event start
- Set minimum stay to 4-7 nights for peak event window
- Create orphan-night rules for 1-2 night gaps at 90% of ADR

Pricing Guidelines

Dynamic Pricing Strategy

Static prices = invisible listings. Enable a dynamic pricing tool (PriceLabs, Wheelhouse, or DPGO) and let the algorithm respond to real-time market demand.

Minimum Stay Requirements

Set 4-7 night minimums during major events to maximize revenue and avoid booking gaps. Reduce to 2 nights in the 7-30 day window to fill orphan gaps.

Lead Time Pricing

Open your calendar 90+ days before major events and set your base price at 130% of your historic median. Demand spikes early and rates drop as event dates approach.

Competitor Monitoring

Check competitor availability and pricing weekly in the 30-90 day window. Identify gaps in competitor calendars and price accordingly.

Remember: Static prices = Invisible listings. Dynamic pricing = Maximum RevPAR.

2026 Event Pricing Roadmap · Whispering Pines Lodge

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