

2026 Stepping for a Purpose Step Show

DATE: Friday, February 6, 2026
LOCATION: Miami Gardens, Florida, US

Event Description

2026 Stepping for a Purpose Step Show is a premier concerts event in Miami Gardens. 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: concerts

Importance Rank: 58/100

Expected Attendance: 2,500 people

Event ID: 8AB6vd8AgcSWdg2yVX

Hotel Demand Indicators

ADR Impact Index: 6.4x baseline (varies by property tier & location)

Occupancy Impact: +60 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 1,000 across all properties

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