

Balloon Fiesta - Albuquerque NM: Destinations by FWC - Info Session

DATE: Saturday, February 7, 2026
LOCATION: Fort Worth, Texas, US

Event Description

Balloon Fiesta - Albuquerque NM: Destinations by FWC - Info Session is a premier festivals event in Fort Worth. 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: festivals

Importance Rank: 33/100

Expected Attendance: 147 people

Event ID: 54xuqLKTiPg8ssqPwt

Hotel Demand Indicators

ADR Impact Index: 4.3x 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: 59 across all properties

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