

Broward Mall Night Market

DATE: Tuesday, September 16, 2025

LOCATION: Plantation, Florida, US

Event Description

Broward Mall Night Market is a premier festivals event in Plantation. 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: 50/100

Expected Attendance: 1,005 people

Event ID: Aqs5P3sPuKowB72RVM

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 402 across all properties

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