

Dallas Mavericks vs Phoenix Suns

DATE: Tuesday, February 10, 2026

LOCATION: Phoenix, Arizona, US

Event Description

Dallas Mavericks vs Phoenix Suns is a premier sports event in Phoenix. 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: 76/100

Expected Attendance: 19,023 people

Event ID: HdNNwYfHG9MyqxFz6J

Hotel Demand Indicators

ADR Impact Index: 8.0x baseline (varies by property tier & location)

Occupancy Impact: +62 percentage points over baseline

Booking Lead Time: Demand begins 90 days before event

Impact Radius: 25km from venue

Estimated Room Nights: 7,609 across all properties

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