

Discover Momcozy Must-Haves at the Prego Expo

DATE: Saturday, August 23, 2025
LOCATION: Frisco, Texas, US

Event Description

Discover Momcozy Must-Haves at the Prego Expo is a premier expos event in Frisco. 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: expos

Importance Rank: 62/100

Expected Attendance: 3,886 people

Event ID: 5uVhW5S6zTCuK4MvmL

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,554 across all properties

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