

# Family First Life Annual Convention

DATE: Wednesday, January 28, 2026

LOCATION: Irving, Texas, US

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## Event Description

Family First Life Annual Convention is a premier conferences event in Irving. 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:** conferences

**Importance Rank:** 44/100

**Expected Attendance:** 508 people

**Event ID:** F5zegwJBCJ2j7jXyo8

## Hotel Demand Indicators

**ADR Impact Index:** 5.2x 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:** 203 across all properties

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

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