

Free Family Summer Saturday: Meet Molly & Rosie! | Learning through Adventure - AZ PBS Family Day

DATE: Saturday, August 16, 2025

LOCATION: Phoenix, Arizona, US

Event Description

Free Family Summer Saturday: Meet Molly & Rosie! | Learning through Adventure - AZ PBS Family Day is a premier expos 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: expos

Importance Rank: 53/100

Expected Attendance: 1,452 people

Event ID: 7YfStQatCmfSMxky7i

Hotel Demand Indicators

ADR Impact Index: 6.0x 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: 581 across all properties

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