

# Gabby's Dollhouse Live! Presented by Walmart

DATE: Wednesday, October 8, 2025  
LOCATION: Mobile, Alabama, US

---

## Event Description

Gabby's Dollhouse Live! Presented by Walmart is a premier performing-arts event in Mobile. 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:** performing-arts

**Importance Rank:** 51/100

**Expected Attendance:** 1,111 people

**Event ID:** BzYzjmpCZryt6qKyVT

## 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:** 444 across all properties

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