

Macy's Dadeland x Fall Fashion Preview Event

DATE: Saturday, August 23, 2025
LOCATION: Miami, Florida, US

Event Description

Macy's Dadeland x Fall Fashion Preview Event is a premier expos event in Miami. 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: 38/100
Expected Attendance: 258 people
Event ID: 8mQCzS7xtscqmZ453S

Hotel Demand Indicators

ADR Impact Index: 4.7x 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: 103 across all properties

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