

Mrs. Doubtfire at Moran Theater

DATE: Tuesday, February 10, 2026
LOCATION: Jacksonville, Florida, US

Event Description

Mrs. Doubtfire at Moran Theater is a premier performing-arts event in Jacksonville. 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: 56/100

Expected Attendance: 1,920 people

Event ID: 5uDd8Ydee3vZ5sSyc8

Hotel Demand Indicators

ADR Impact Index: 6.3x 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: 768 across all properties

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