

# NEW Moms & Foster MEGA 5 Day Childrens Sale - SAVE \$ BIG

DATE: Thursday, August 21, 2025  
LOCATION: Irvine, California, US

---

## Event Description

NEW Moms & Foster MEGA 5 Day Childrens Sale - SAVE \$ BIG is a premier expos event in Irvine. 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:** 59/100

**Expected Attendance:** 2,922 people

**Event ID:** 9f9b82fUnEoYLKt6eM

## Hotel Demand Indicators

**ADR Impact Index:** 6.5x 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:** 1,169 across all properties

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

---

Generated by Be Circadian | Cultural Intelligence Platform  
<https://becircadian.com/events/new-moms-foster-mega-5-day-childrens-sale-save-big>

Document generated on 6/4/2026, 11:36:36 AM