

Night Market at Pembroke Lakes Mall!

DATE: Thursday, August 21, 2025
LOCATION: Pembroke Pines, Florida, US

Event Description

Night Market at Pembroke Lakes Mall! is a premier festivals event in Pembroke Pines. 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: festivals

Importance Rank: 50/100

Expected Attendance: 995 people

Event ID: 9tvEU7gynLyRHsXUwm

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: 398 across all properties

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