

# Sunday Family Day: Al Maya Island & Resort

DATE: Sunday, August 17, 2025  
LOCATION: Abu Dhabi, Abu Dhabi, AE

## Event Description

Sunday Family Day: Al Maya Island & Resort is a premier festivals event in Abu Dhabi. 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:** 47/100

**Expected Attendance:** 679 people

**Event ID:** AnPimMTnhaTgnfDxB

## Hotel Demand Indicators

**ADR Impact Index:** 5.5x 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:** 272 across all properties

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