

Sunday October Family Fiesta! & p : Al Maya Island & Resort

DATE: Monday, December 1, 2025
LOCATION: Abu Dhabi, Abu Dhabi, AE

Event Description

Sunday October Family Fiesta! & p : 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: 50/100

Expected Attendance: 974 people

Event ID: ASwk2VHXs8PAvv6NJG

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: 390 across all properties

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