

The Night Market at Pembroke Lakes Mall

DATE: Thursday, September 11, 2025
LOCATION: Pembroke Pines, Florida, US

Event Description

The 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: 52/100

Expected Attendance: 1,210 people

Event ID: EzQNh8oCq3Z3j4dVXF

Hotel Demand Indicators

ADR Impact Index: 5.9x 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: 484 across all properties

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