

# (WB) MLS Matrix Series 301: Data, Statistics and CMA

DATE: Wednesday, September 17, 2025  
LOCATION: Sunrise, Florida, US

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## Event Description

(WB) MLS Matrix Series 301: Data, Statistics and CMA is a premier expos event in Sunrise. 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:** 70/100  
**Expected Attendance:** 10,000 people  
**Event ID:** BqvWfZAADcxYYHfLg5

## Hotel Demand Indicators

**ADR Impact Index:** 7.5x baseline (varies by property tier & location)  
**Occupancy Impact:** +61 percentage points over baseline  
**Booking Lead Time:** Demand begins 90 days before event  
**Impact Radius:** 15km from venue  
**Estimated Room Nights:** 4,000 across all properties

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

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