

# 101 Years of Mukesh

DATE: Saturday, November 22, 2025

LOCATION: Dubai, Dubai, AE

## Event Description

101 Years of Mukesh is a premier concerts event in Dubai. 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:** concerts

**Importance Rank:** 46/100

**Expected Attendance:** 616 people

**Event ID:** F8wCT7EvJ25b6DBdQU

## Hotel Demand Indicators

**ADR Impact Index:** 5.4x 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:** 246 across all properties

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

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<https://becircadian.com/events/101-years-of-mukesh>

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