

# 12th Middle East Enterprise AI & Analytics Summit 2025

DATE: Thursday, September 11, 2025

LOCATION: dV/diFb' 'dFCd†JbçÂ 'dF9bv5dV), KW

## Event Description

12th Middle East Enterprise AI & Analytics Summit 2025 is a premier conferences event in dV/diFb• bvDd6H 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:** conferences

**Importance Rank:** 37/100

**Expected Attendance:** 235 people

**Event ID:** 5m9qAdirEmbMC32NTo

## Hotel Demand Indicators

**ADR Impact Index:** 4.6x 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:** 94 across all properties

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