

# 2nd Anuga - Food & Beverage Fair 2025

DATE: Thursday, October 30, 2025

LOCATION: Dubai, Dubai, AE

## Event Description

2nd Anuga - Food & Beverage Fair 2025 is a premier expos 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:** expos

**Importance Rank:** 42/100

**Expected Attendance:** 409 people

**Event ID:** 5QM9VAL7eqDeKqoVQA

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x 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:** 164 across all properties

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