

9th Lightexpo Tanzania 2025

DATE: Thursday, September 25, 2025
LOCATION: Dar es Salaam, Dar es Salam, TZ

Event Description

9th Lightexpo Tanzania 2025 is a premier expos event in Dar es Salaam. 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: 60/100

Expected Attendance: 3,054 people

Event ID: BUYD4Q3WC66AZBPURK

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,222 across all properties

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

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Document generated on 6/4/2026, 1:54:42 AM