

Apex SME Masters Expos: Tec & Mar in Arusha

DATE: Thursday, November 20, 2025
LOCATION: Maweni, Arusha Region, TZ

Event Description

Apex SME Masters Expos: Tec & Mar in Arusha is a premier conferences event in Maweni. 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: conferences

Importance Rank: 43/100

Expected Attendance: 441 people

Event ID: 8uBmKaNyPmiXo7P69v

Hotel Demand Indicators

ADR Impact Index: 5.2x 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: 176 across all properties

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