

Apex SME Masters Expos: Tec & Mar in Doha, Qatar

DATE: Saturday, January 17, 2026
LOCATION: Ad Dawhah, Doha, QA

Event Description

Apex SME Masters Expos: Tec & Mar in Doha, Qatar is a premier expos event in Ad Dawhah. 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: 59/100

Expected Attendance: 2,780 people

Event ID: 3ZKcxd3PsDMD2mQ3hf

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,112 across all properties

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