

# Beauty Africa Expo 2025

DATE: Thursday, November 27, 2025  
LOCATION: Dar es Salaam, Dar es Salam, TZ

## Event Description

Beauty Africa Expo 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:** 65/100

**Expected Attendance:** 5,661 people

**Event ID:** GpwKSxdck9wYA3C9YX

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,264 across all properties

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