

Beyond Activ EMEA

DATE: Tuesday, February 10, 2026
LOCATION: Riyadh, Riyadh Province, SA

Event Description

Beyond Activ EMEA is a premier expos event in Riyadh. 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: 70/100
Expected Attendance: 10,000 people
Event ID: BsznMiqCBEH4t8Ggaf

Hotel Demand Indicators

ADR Impact Index: 7.5x baseline (varies by property tier & location)
Occupancy Impact: +61 percentage points over baseline
Booking Lead Time: Demand begins 90 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 4,000 across all properties

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