

# Brand Expo

DATE: Tuesday, September 23, 2025

LOCATION: Gurugram, Haryana, IN

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## Event Description

Brand Expo is a premier expos event in Gurugram. 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:** 63/100

**Expected Attendance:** 4,316 people

**Event ID:** FGJD9HPFsZDN9CGHmu

## Hotel Demand Indicators

**ADR Impact Index:** 6.9x 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:** 1,726 across all properties

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