

# DUBAI FASHION GALA

## @SMGlobalCatwalk FW World Tour - Oct 2025

DATE: Saturday, October 11, 2025

LOCATION: Dubai, Dubai, AE

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### Event Description

DUBAI FASHION GALA @SMGlobalCatwalk FW World Tour - Oct 2025 is a premier expos event in Dubai. 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:** 45/100

**Expected Attendance:** 567 people

**Event ID:** 8VrCuQLUd9AyKmgm5w

### Hotel Demand Indicators

**ADR Impact Index:** 5.3x 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:** 227 across all properties

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