

Dubai Property Expo in Johannesburg | 1st & 2nd Nov 2025 | Sobha

DATE: Saturday, November 1, 2025
LOCATION: Johannesburg, Gauteng, ZA

Event Description

Dubai Property Expo in Johannesburg | 1st & 2nd Nov 2025 | Sobha is a premier expos event in Johannesburg. 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: 50/100

Expected Attendance: 990 people

Event ID: 6e8Tp7NoWB9hY4w3bU

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 396 across all properties

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