

# GULFPCR-GIM

DATE: Wednesday, December 10, 2025

LOCATION: Dubai, Dubai, AE

## Event Description

GULFPCR-GIM 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:** 63/100

**Expected Attendance:** 4,428 people

**Event ID:** JzsZkksLzZguEN7FZv

## 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:** 1,771 across all properties

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