

Horeca Kuwait

DATE: Monday, January 26, 2026
LOCATION: Mubarak Al-Abdullah, Hawalli Governorate, KW

Event Description

Horeca Kuwait is a premier expos event in Mubarak Al-Abdullah. 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: 67/100

Expected Attendance: 7,000 people

Event ID: FC4SR2ZFEEq2Qorft

Hotel Demand Indicators

ADR Impact Index: 7.2x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 2,800 across all properties

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