

HVMZA and Penthouse

DATE: Saturday, January 24, 2026

LOCATION: Dubai, Dubai, AE

Event Description

HVMZA and Penthouse is a premier concerts 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: concerts

Importance Rank: 51/100

Expected Attendance: 1,143 people

Event ID: CjU65U23aB9oLqa4LW

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: 457 across all properties

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