

# IF Wedding Fashion Izmir 2026 - 19th Wedding Dress, Suits and Evening Gowns Fair

DATE: Monday, January 19, 2026

LOCATION: İzmir, TR

## Event Description

IF Wedding Fashion Izmir 2026 - 19th Wedding Dress, Suits and Evening Gowns Fair is a premier expos event in the region. 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:** 73/100

**Expected Attendance:** 14,606 people

**Event ID:** 7884whrSz7HeHqUxB

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,842 across all properties

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

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<https://becircadian.com/events/if-wedding-fashion-izmir-2026-19th-wedding-dress-suits-and-evening-gowns-fair>

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