

# IIFJAS 2025 - India International Fashion Jewellery & Accessories Show

DATE: Thursday, September 11, 2025  
LOCATION: Mumbai, Maharashtra, IN

## Event Description

IIFJAS 2025 - India International Fashion Jewellery & Accessories Show is a premier expos event in Mumbai. 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:** 14,500 people

**Event ID:** 9UgSMMnhwoitiEkAy2

## 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:** 5,800 across all properties

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