ImLab - International Laboratory and Medical Imaging Exhibition

DATE: Wednesday, October 15, 2025
LOCATION: Mohammadia, Algiers Province, DZ

Event Description

ImLab - International Laboratory and Medical Imaging Exhibition is a premier expos event in Mohammadia. 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: 68/100
Expected Attendance: 8,000 people
Event ID: 3BiYjM7jvhKevmDPuY

Hotel Demand Indicators

ADR Impact Index: 7.3x 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: 3,200 across all properties

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