

Industrial Facilities Management Expo - IFM Expo

DATE: Sunday, September 7, 2025
LOCATION: Dammam, Eastern Province, SA

Event Description

Industrial Facilities Management Expo - IFM Expo is a premier expos event in Dammam. 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: 59/100

Expected Attendance: 2,901 people

Event ID: peBrLM433VvnTPkfx

Hotel Demand Indicators

ADR Impact Index: 6.5x 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: 1,160 across all properties

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