

# International Dog & Cat Grooming Competition and Masterclass

DATE: Monday, November 24, 2025  
LOCATION: Riyadh, Riyadh Province, SA

## Event Description

International Dog & Cat Grooming Competition and Masterclass is a premier expos event in Riyadh. 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:** 65/100

**Expected Attendance:** 5,782 people

**Event ID:** F6sstcWK4umw4tiVq7

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,313 across all properties

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