

International Tile and Ceramic Exhibition, Sanitary Ware and Related Industries

DATE: Friday, January 2, 2026
LOCATION: Tehran, IR

Event Description

International Tile and Ceramic Exhibition, Sanitary Ware and Related Industries is a premier expos event in Tehran. 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: 8,384 people

Event ID: Eo5ykJZBYAodx9g7Bd

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: 3,354 across all properties

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