

# Interregional Specialized Exhibition Beauty and Health

DATE: Wednesday, November 5, 2025  
LOCATION: Sankt-Peterburg, Sankt-Peterburg, RU

## Event Description

Interregional Specialized Exhibition Beauty and Health is a premier expos event in Sankt-Peterburg. 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:** Ak25aJvKMtNxtgVGeX

## 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.*