

# Isfahan MediFair 2026

DATE: Wednesday, January 21, 2026  
LOCATION: Isfahan, Isfahan Province, IR

## Event Description

Isfahan MediFair 2026 is a premier expos event in Isfahan. 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:** 72/100

**Expected Attendance:** 12,815 people

**Event ID:** LtPRobbNJDnnvN9KLH

## Hotel Demand Indicators

**ADR Impact Index:** 7.6x baseline (varies by property tier & location)

**Occupancy Impact:** +61 percentage points over baseline

**Booking Lead Time:** Demand begins 90 days before event

**Impact Radius:** 25km from venue

**Estimated Room Nights:** 5,126 across all properties

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