

# Istanbul Beauty Fair 2025

DATE: Saturday, November 8, 2025

LOCATION: 7F æ ul, TR

## Event Description

Istanbul Beauty Fair 2025 is a premier expos event in the region. 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:** 67/100

**Expected Attendance:** 6,983 people

**Event ID:** DGZx72bpgUmkGiva5v

## Hotel Demand Indicators

**ADR Impact Index:** 7.2x 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:** 2,793 across all properties

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