

Metal & Steel Egypt with wire MEA/ Tube MEA/GIFA MEA/ METEC MEA

DATE: Saturday, September 6, 2025
LOCATION: Cairo Governorate, EG

Event Description

Metal & Steel Egypt with wire MEA/ Tube MEA/GIFA MEA/ METEC MEA 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: 66/100
Expected Attendance: 6,151 people
Event ID: 3XNPW5Hf7AUEdjKLo6

Hotel Demand Indicators

ADR Impact Index: 7.1x 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: 2,460 across all properties

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