

# Middle East and North Africa Wells Conference

DATE: Tuesday, September 9, 2025  
LOCATION: Abu Dhabi, Abu Dhabi, AE

## Event Description

Middle East and North Africa Wells Conference is a premier conferences event in Abu Dhabi. 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:** conferences

**Importance Rank:** 42/100

**Expected Attendance:** 404 people

**Event ID:** DcHbCAQPvxx9Dm7Y7g

## Hotel Demand Indicators

**ADR Impact Index:** 5.1x baseline (varies by property tier & location)

**Occupancy Impact:** +60 percentage points over baseline

**Booking Lead Time:** Demand begins 30 days before event

**Impact Radius:** 15km from venue

**Estimated Room Nights:** 162 across all properties

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