

NAKHEEL | MERAAS | DUBAI PROPERTIES OPEN HOUSE EVENT

DATE: Saturday, October 25, 2025
LOCATION: Dubai, Dubai, AE

Event Description

NAKHEEL | MERAAS | DUBAI PROPERTIES OPEN HOUSE EVENT is a premier expos event in Dubai. 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: 62/100

Expected Attendance: 3,942 people

Event ID: BaCxRm6nK6fZcfhcRF

Hotel Demand Indicators

ADR Impact Index: 6.8x 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: 1,577 across all properties

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