

# Pakistan Mega Leather Show

DATE: Friday, January 23, 2026

LOCATION: Lahore, Punjab, PK

## Event Description

Pakistan Mega Leather Show is a premier expos event in Lahore. 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:** 73/100

**Expected Attendance:** 14,500 people

**Event ID:** 8mDvQ2qLBxmTAcV6WH

## Hotel Demand Indicators

**ADR Impact Index:** 7.7x 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:** 5,800 across all properties

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