

Parkwood Grand Launch Sales Event by Emaar

DATE: Friday, September 26, 2025
LOCATION: Dubai, Dubai, AE

Event Description

Parkwood Grand Launch Sales Event by Emaar 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: 63/100

Expected Attendance: 4,377 people

Event ID: ARUsWkmNBZE5JgZGZS

Hotel Demand Indicators

ADR Impact Index: 6.9x 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: 1,751 across all properties

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