

PrintPack SignExpo

DATE: Wednesday, September 17, 2025
LOCATION: Dar es Salaam, Dar es Salam, TZ

Event Description

PrintPack SignExpo is a premier expos event in Dar es Salaam. 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: 50/100
Expected Attendance: 1,000 people
Event ID: 44KPraE5gFJRL6Vnbb

Hotel Demand Indicators

ADR Impact Index: 5.8x 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: 400 across all properties

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