

Private Label & Licensing Middle East (formerly PRIME Dubai)

DATE: Sunday, September 14, 2025
LOCATION: Dubai, Dubai, AE

Event Description

Private Label & Licensing Middle East (formerly PRIME Dubai) 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: 68/100

Expected Attendance: 7,780 people

Event ID: EjLF5pw5xQJBDFMrvF

Hotel Demand Indicators

ADR Impact Index: 7.3x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,112 across all properties

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

Generated by Be Circadian | Cultural Intelligence Platform
<https://becircadian.com/events/private-label-licensing-middle-east-formerly-prime-dubai>

Document generated on 6/4/2026, 4:24:30 AM