

Professional Beauty & Salon International Expo

DATE: Sunday, August 31, 2025
LOCATION: Midrand, Gauteng, ZA

Event Description

Professional Beauty & Salon International Expo is a premier expos event in Midrand. 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: 48/100
Expected Attendance: 813 people
Event ID: 3DEammt757bqUQmym4

Hotel Demand Indicators

ADR Impact Index: 5.6x baseline (varies by property tier & location)
Occupancy Impact: +60 percentage points over baseline
Booking Lead Time: Demand begins 30 days before event
Impact Radius: 15km from venue
Estimated Room Nights: 325 across all properties

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