

QS Discover Master's and MBA Fair in Abu Dhabi

DATE: Saturday, September 20, 2025
LOCATION: Abu Dhabi, Abu Dhabi, AE

Event Description

QS Discover Master's and MBA Fair in Abu Dhabi is a premier expos event in Abu Dhabi. 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: 60/100

Expected Attendance: 3,274 people

Event ID: 7dm7wx3w8shkzq7rSy

Hotel Demand Indicators

ADR Impact Index: 6.6x 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: 1,310 across all properties

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