

# QS Discover Master's and MBA Fair in Dubai

DATE: Sunday, September 21, 2025  
LOCATION: Dubai, Dubai, AE

## Event Description

QS Discover Master's and MBA Fair in 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:** 65/100

**Expected Attendance:** 5,533 people

**Event ID:** 4ac3oY84oWEX937XWZ

## Hotel Demand Indicators

**ADR Impact Index:** 7.0x 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:** 2,213 across all properties

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