

# Saudi 4P

DATE: Sunday, November 30, 2025  
LOCATION: Dammam, Eastern Province, SA

---

## Event Description

Saudi 4P is a premier expos event in Dammam. 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:** 62/100

**Expected Attendance:** 4,167 people

**Event ID:** E7JYhk4rCcYMTv5CBv

## Hotel Demand Indicators

**ADR Impact Index:** 6.8x 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:** 1,667 across all properties

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

---